SEPTEMBER 20, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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DETROIT

WOR sells goods in the areas which include 16 of America's most war-active cities of more than 100,000 people each★

★Facts proving the sales can be had by getting in touch with **WOR** at 1440 Broadway, in New York

"OUR AGENCY WANTS TO KNOW IF RETURNS FROM WLS HAVE STARTED COMING IN YET?"

TO ADVERTISERS who have used WLS, that's "foolish question Number 1." Returns on a WLS offer start pouring in from the very first broadcast and keep coming. Consider the results obtained for this cereal advertiser:

They received 20,640 *proof-of-purchase* letters from 35 broadcasts in seven weeks! The program was heard at 7:45 a.m. Various one- and two-week contests and offers, all requiring boxtops, brought the 20,640 letters.

That's a typical response from WLS advertising. We have scores of other examples that *WLS Gets Results.* Just ask us . . . or ask any John Blair man.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

Back the Attack with BONDS

THE 3RD WAR LOAN DRIVE IS ON!

"So set a cross upon each war-born grave
And mark it well for all eternity;
Each is a symbol of the fallen brave
Who gave their lives in trade for victory.

And so these men shall not have died in vain
Put yet another marker on your heart;
Today, back up their courage and their pain . . .
Dig deep into your thanks and do your part."

5000 WATTS **WPEN** *Philadelphia* **950 ON THE DIAL**

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The MOST ECONOMICAL BUY in OMAHA ★ KOIL

is a MUST
For Outstate Nebraska

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

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The Weekly Newsmagazine of Radio Broadcast Advertising

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SOL TAISHOFF
Editor and General Manager

MARTIN CODEL
Publisher (on leave with Red Cross)

Maury Long, Advertising Manager
J. Frank Beatty, Managing Editor
K. R. Breslau, Adv. Production Mgr.

Bernard Platt, Circulation Manager
Wallace F. Janssen, News Editor
Henry Liebschutz, Art Director

NEW YORK BUREAU
250 Park Avenue, Telephone—PLaza 5-8355
Bruce Robertson, Associate Editor
S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue, Telephone—CENtral 4115, James J. McGuinn

HOLLYWOOD BUREAU
1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg. Los Angeles, Western Pacific Bldg.

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417 Harbour Commission Bldg., Toronto. Elgin 0775. James Montagnes

THE GREATEST CONVENTION IN HISTORY

1,125,000 "buying folks" in Metropolitan Washington today . . . and they'll stay for the duration.

REACH THEM ALL ON Washington's best 24 hour-a-day radio buy.

WOL

Get the Facts from WOL—Washington D. C.—Affiliated with MUTUAL BROADCASTING SYSTEM

★ ★ SPOT SALES, INC.—Natl. Rep., New York, Chicago, San Francisco ★ ★

34% More Volume
THAN ANY OTHER AUGUST
IN OUR ENTIRE HISTORY

*There's a reason why smart time-buyers are increasing their WAAT schedules in America's 4th largest market — why there are only a few choice fall availabilities still open. Write, wire or phone before it's too late! WAAT, 15 Hill Street, Newark 1, N. J.

National Representatives (Outside New York Area) Spot Sales, Inc.

WAAT

"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY"

**Do you realize this market contains over 3½ million people; more than these 14 cities* combined: *— Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

SAM H. BENNETT

DIRECTOR OF SALES, KMBC, KANSAS CITY

1924 Graduated, North Texas Agricultural College. Rice, 1924-28
1931 Salesman, Station KFJZ, Fort Worth
1933 Commercial Manager, Station KTAT, Fort Worth
1935 General Commercial Manager, Southwest Broadcasting System (including KTAT)
1937 General Manager, KTAT
1938 Vice President, Texas State Network, and still General Manager of KTAT
1939 Managing Director, Lone Star Chain
1940 Director of Sales, KMBC
1943 NAB Sales Managers' Executive Committee

EARLY in 1931 when Sam Bennett first went into broadcasting down in Texas, radio in the Lone Star State was still a pretty wild and woolly affair. Lightning changes were taking place in ownership and affiliation. But during the next nine years, Sam roped and throwed a real career for himself, and today, as Director of Sales for KMBC, he's one of the best "hands" in the business. Hi-yo, Sam'l!

Come to think about it, *all* radio was pretty wild and woolly, back in 1931. In fact it was that very woolliness that first gave us the idea that there was a place in the industry for exclusive radio-station representatives—an idea considered very original in those days.

Naturally, we've learned a lot by living through the freshman period of radio station representation. (We realize this fact afresh every time we hear or read some of the ideas that newcomers sometimes advance!) But most especially we've learned that when we "get the order" we've only just *started* the job of helping to make that order a sound investment for you. Want a sample of what that means, here in this pioneer group of radio-station representatives?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCBM . . . . . BALTIMORE
WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
KFAR . . . . . ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

XUM

BROADCASTING
and
Broadcast Advertising

Vol. 25, No. 12 WASHINGTON, D. C., SEPTEMBER 20, 1943 $5.00 A YEAR—15c A COPY

CBS to Stop Cow Catchers, Hitch Hikes

Action May Bring Demand Other Nets Follow

CBS last week took definite action on the problem of "hitch-hike" and "cow-catcher" announcements, long a matter of concern by network affiliates, by announcing that, effective Oct. 1, 1944, these "simulated spot announcements" would be eliminated from CBS commercial programs.

Coincident with this announcement, the CBS Affiliate Advisory Board adopted a resolution agreeing to cooperate by limiting station-break announcements to avoid disruption of the network pattern of entertainment-with-advertising.

Announcement was made in a brochure mailed to advertisers, advertising agencies and CBS affiliate stations, inviting them "to remove a 'triple threat' against the soundness and success of radio advertising while it is still, largely, a threat." Action is necessary at this time, the booklet points out, because of the growing use of hitch-hikers and cow-catchers which are currently employed on some 20 CBS programs, occupying more than 80 time periods.

Forestalls Protest

Action of CBS and its station advisory group follows an increasing volume of protests from network stations, which have recently taken the form of official resolutions adopted by NAB district meetings requesting the elimination of such announcements by the networks. Acting when it did, CBS is believed to have forestalled the culmination of these station protests into definite demands for immediate action, which were expected to develop out of the meeting of leading network affiliated stations scheduled for today (Monday, Sept. 20) at the Sherman Hotel, Chicago.

Session was called by William B. Way, vice-president and general manager of KVOO Tulsa, and author of the "Broadcasting Declaration of Independence," which he sent to all stations last January. The basic reason for calling attention of the industry to this," Mr. Way stated in announcing the Chicago meeting, "was that I felt that certain practices within the industry were not good and should be corrected. Among these are cow-catcher and hitch-hike announcements."

CBS' plan will obviously receive close and complete scrutiny by the Chicago meeting, which may be expected to endorse the network ruling either in its present form or with modifications, and to request the other networks to enforce similar restrictions on their clients' programs.

New Policy

New policy is stated by CBS as follows:

"There will be no change in our standard time limits for commercial advertising on quarter-hour, half-hour or full-hour programs. There will be no restriction on the number of products any client may advertise within those time limits. The only change in our commercial policies will be to preclude simulated spot announcements—that is, announcements which pretend to be divorced from the program, such as commercials which precede the introduction of the program itself or which follow its apparent sign-off."

'Gradual Reintegration'

Expressing the belief that the hitch-hiker and cow-catcher technique developed "more as a matter of convenience than as studied advertising strategy," used where one of the products has a smaller advertising appropriation or is handled by a second advertising agency or under other similar circumstances, CBS asks "no abrupt reversal of present practice. We invite, instead, a gradual reintegration of these simulated spot announcements into the framework of each program."

Techniques for advertising a second product *within* a single program have already been successfully developed, CBS states, listing Procter & Gamble Co.'s, *Pepper Young's Family* and *I Love A Mystery*, General Foods' *Adventures of The Thin Man*, the *Texaco Star Theatre*, General Electric Co.'s *The World Today* and Chrysler's *Major Bowes' Amateurs*, as examples.

Preamble of the booklet outlines the "indispensable idea in broadcast advertising" as "the host-and-guest relationship between sponsor and listener" which translates the broadcast announcement, "Jello brings you Kate Smith," in the listener's mind into "thanks to Jello, we get Kate Smith." When that relationship is broken, CBS points out, broadcasting loses much of its magic, "could become merely another mass medium on a cost-per-thousand basis."

'Trip-Hammer Trio'

And this basic equation is broken, the booklet continues, three times in three minutes when the advertiser closes his program a minute or so before the end of his time period and, after a brief pause, puts on a "simulated spot announcement" for another product; when in the 30-second interval before the opening of the next program a second spot announcement is "hurried on the air"; and when the next network advertiser delays the opening of his own program to put on another spot announcement, the third detached commercial in three minutes.

"This 'trip-hammer' trio of hitch-hiker, station-break and cow-catcher is relatively new to radio," CBS continues, "although its center-man, the station-break, is as old as a Bulova time signal or a pre-war weather report. Moreover, in themselves, such station-break announcements are wholly welcome to the listener when, like either of those two examples, they clearly render service in lieu of entertainment."

An 'Infliction'

Pointing out that no advertiser would think of using the first three minutes of his own time "to rattle off three separate spot announcements for three separate products" because "the tune-out could be measured by the minute," CBS states that that is just what happens when the "trip-hammer trio" appears. "Thus, what no advertiser would inflict upon his own audience, and what no station would inflict upon its own audience—is nevertheless inflicted upon that same audience by the parade of network programs which, march-

(*Continued on page 50*)

Disc Hearings Resume Today After Halt at Padway Request

WAR LABOR BOARD panel hearing on the American Federation of Musicians transcription ban, scheduled to resume last Friday morning, was postponed until 2 p.m. today (Monday, Sept. 20), at the request of Joseph A. Padway, general counsel for the American Federation of Labor, who is representing the AFM. Mr. Padway on Sept. 9, at the conclusion of the third day of the hearings and after presentation of the transcription industry argument, asked for and received a week's recess in which to complete the preparation of the union's argument [BROADCASTING, Sept. 13].

In granting the AFM request for a recess, the panel overruled the objection of A. Walter Socolow, counsel for Associated Music Publishers, Empire Broadcasting Corp., Lang-Worth Feature Programs, C. P. MacGregor, NBC Radio-Recording Division and Standard Radio. Mr. Socolow argued that the strike has already caused these companies considerable hardships and that any delay was intolerable.

Panel also rejected the request of the transcription companies for an interim recommendation to the WLB to order the union to withdraw its ban on the manufacture of transcriptions by AFM members pending a final settlement of the dispute.

Two New Agencies Organized From Dissolution of B-S-H

Dancer-Fitzgerald-Sample to Start on Jan. 1; Hill Blackett to Open Agency in Chicago

FIRM of Blackett-Sample-Hummert, establisher of many records in 21 years of advertising, and, which will dissolve Dec. 31 [BROADCASTING, Aug. 16] is to be succeeded by two new firms composed of B-S-H executives and employes.

John G. Sample will join the firm to be comprised of himself, Clifford L. Fitzgerald and H. M. (Mix) Dancer, to do business as Dancer-Fitzgerald-Sample. All are formerly senior executives of B-S-H and widely known in advertising. Sample, who started the B-S-H firm in 1923 with Hill Blackett, was active in its management until June, 1942, when he was commissioned a Lieutenant Commander in the Navy.

Blackett's Plans

Hill Blackett, announcing the opening of his own agency in Chicago, Jan. 1. 1944, said the following former members of B-S-H will join him: Marvin Harms, vice-president, B-S-H, a senior account executive, handling Procter & Gamble (Dreft), Falstaff Brewing Corp., A. E. Staley Manufacturing Co., E. J. Brach & Sons (candy); Robert G. Wilson, vice-president, B-S-H, key copywriter for the firm

Mr. Fitzgerald

Mr. Sample

of Procter & Gamble (Oxydol), The Wander Co. (Ovaltine) and A. E. Staley Manufacturing Co; Kenath T. Sponsel, vice-president, B-S-H, senior account executive for Axton-Fisher Tobacco Co., and Joyce Aviation; Lloyd C. Nelson, treasurer of B-S-H since Jan. 1, 1941; J. R. Lieber, secretary, auditor and office manager with B-S-H; Alan Wallace, radio producer; Henry Rahmel, technical radio supervisor; George F. Drake, account executive; and Don Digman, art director.

Frank Hummert, who previously announced that he and his wife, Anne Hummert, will continue to produce their radio shows as Hummert Radio Productions, will make the services of his company available to both agencies.

Mix Dancer, president of B-S-H for the last three years, is a native of Iowa. He was in the manufacturing business in Ottumwa, Iowa, before joining L. W. Ramsey, Davenport, Iowa, advertising agency. He went to Henri, Hurst & McDonald, Chicago, before joining B-S-H six years ago. Mr. Fitzgerald, a native of St. Louis, founded the Fitzgerald Advertising Agency in New Orleans in 1926, coming to Chicago to join B-S-H in 1941 as vice-president and director.

Mr. Dancer

Chicago offices of both companies, which will continue to be run as general advertising agencies, covering radio, newspapers, magazines and billboards, will continue to be in the same building, 221 N. LaSalle Street.

A PIONEER public service program, the University of Chicago *Round Table*, will air its 500th broadcast on NBC Sept. 26.

Digest Pondering

READERS Digest Assn., Pleasantville, N. Y., is reported considering a quarter-hour weekly program on the BLUE, starting on or about Oct. 7. No details as to format are available from BBDO, New York, agency in charge, although commentator Frazier Hunt may be selected. Probable time is 10:15-10:30 p.m. Thursdays. Material from the magazine already is the feature of another program—*Radio Reader's Digest* on CBS, sponsored by Campbell Soup Co., Camden, N. J.

GILLETTE RENEWS FOR WORLD SERIES

FOR THE FIFTH consecutive year, Gillette Safety Razor Co., Boston, has signed with Mutual for exclusive broadcast rights to the World Series baseball games, which start Oct. 5 in New York's Yankee Stadium. Gillette paid $100,000 for the radio rights and this total will go into a charity pool, from which the Red Cross will be the chief beneficiary.

Red Barber, noted sportscaster, who has covered seven consecutive World Series, will again handle the play-by-play report of the diamond classics, assisted by other announcers, as yet unselected. The first three games will be played in New York, with broadcasts starting at 1:15 p.m., and the remaining games in St. Louis regardless of the number necessary to decide the Series. Agency in charge is Maxon Inc., New York.

Lehn & Fink Eyeing

LEHN & FINK Products Corp., Bloomfield, N. J., was in the process last week of selecting a show to replace its current *Take a Card* quiz program, heard on Mutual since last April Wednesdays 8:30-9 p.m. Choice was said to be between *Your Blind Date* and *The Life of Reilly*, but no details were forthcoming from Wm. Esty & Co., New York, agency in charge. It was also rumored that the replacement show will probably be moved from Mutual to the BLUE.

Cough Drop Campaign

SMITH BROS., Poughkeepsie, N. Y., will start its annual fall and winter campaign Oct. 4 on about 80 stations and several regional networks, using most of the same outlets included in last year's schedule. Cough drops will be promoted via spot announcements and chain breaks at the rate of five a week. Agency is J. D. Tarcher Co., New York.

BEHIND-THE-SCENES COUNCIL on production details for the new weekly BLUE *What's New?* held attention of this sponsor-agency-network-talent quartet before initial broadcast Sept. 4. Sponsored by RCA, the 60-minute program originates from Hollywood with switches to various parts of the United States and shortwave pickups from abroad. Detail-deliberators are (l to r) Larry Robertson, BLUE Hollywood producer; Don Ameche, m.c.; David Sarnoff, president of RCA, and John Reber, New York vice-president of J. Walter Thompson Co.

Draft of Fathers Occupies Congress

But Wheeler and White May Hold Radio Hearings Next

PROSPECTS for early hearings on the White-Wheeler bill (S-814) to reorganize the FCC were seen last week as the 78th Congress reconvened and the stage was set for action on various measures affecting the broadcasting industry.

Senator White (R-Me) told BROADCASTING that he planned to confer with Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, regarding hearings as soon as the latter's bill to prevent the drafting of fathers is out of the way.

Discusses Plans

"I have every hope that we will be able to begin hearings within the next two weeks", Senator White said. He added that the Committee, of which he is a member, would in all probability hear testimony from the FCC, the Federal Communications Bar Assn., the NAB, the networks, and representatives of independent stations.

Rep. Holmes (R-Mass.), author of a companion bill in the House to the White-Wheeler bill, also expects to hold hearings before the House Interstate Commerce Committee. He estimates that it will be at least several weeks before hearings can begin, as Committee members will wait until more pressing legislation, such as the drafting of fathers, is disposed of.

First place in the Congressional program was given to the Wheeler proposal to delay drafting of fathers until Jan. 1. No sooner had Congress reconvened when the Senate Military Affairs Committee called in high Army and Navy officials to testify regarding the needs of the armed forces.

Dr. Courrier, Doris Keane Plan to Revive WHIP

ANNOUNCEMENT was made last week of the purchase of the equipment of the deleted WHIP, formerly known as WJWC, Chicago-Hammond, by Dr. George F. Courrier, associate pastor of St. James Methodist Episcopal church, Chicago, and Doris Keane, former official of the station. Two towers and radio transmitter equipment, and 25 acres of land in Hammond, Ind., were bought at a court sale under receivership proceedings from the Hammond Calumet Broadcasting Corp. in the Superior Court of Indiana Harbor.

The station, which had operated on 1520 kc. with 5,000 watts, went off the air Jan. 28, 1943 after John W. Clarke, principal stockholder, notified FCC of intention to surrender its license and discontinue operation. War conditions which restricted coverage and operational losses were given as the reason for the discontinuance. Fourth stockholder with Dr. Courrier, Miss Keane and Mr. Clarke, was Marshall Field 3d, owner of the *Chicago Sun*.

Application for reinstatement of the license is to be made soon.

Atlantic Refining Expands Grid List

Despite War, 69 Stations Will Carry 150 Top-Ranking Games

WITH 69 stations scheduled to carry football broadcasts under the sponsorship of Atlantic Refining Co., as compared with 53 last year, the company covers its marketing territory from as far south as Orlando, Fla., and westward to Cleveland. Southern stations have been added to last year's football coverage.

Mr. Rollins

Joseph H. Rollins, advertising manager, announced last week that 93 college, 47 high school and 10 professional games are on the Atlantic schedule, including most of the featured contests in the East, South and Middle West. Many government war messages will be aired between periods and will get the benefit of the audience football always attracts.

Impressive Schedule

While war has caused havoc in collegiate athletics, disrupting normal gridiron schedules, Atlantic has managed to work out an impressive list of games, despite the many problems which had to be overcome before the program could be announced. This, and the unusually early opening of the football season explains why several games have already been aired, including Yale-Muhlenberg, Yale-Rochester, Rochester-Baldwin Wallace, and Muhlenberg-Villanova.

Atlantic schedule opens formally on Sunday, Sept. 25, with such spotlighted games as Princeton at Pennsylvania, Notre Dame at Pittsburgh, Colgate at Rochester, U. of N. C. at Georgia Tech, Iowa Navy Pre-flight at Ohio State. A night game between Virginia Military Institute and Temple, to be played at Philadelphia on Sept. 24, is also on the schedule.

All the games of the U. of Pennsylvania and of the Philadelphia Eagles (pro.) have been signed by Atlantic. Thirty-two top-flight announcers have been engaged to cover the contests. Assignments include Byrum Saam, U. of Pennsylvania; Woody Wolf, U. of Pittsburgh; Tom Manning and John Neblett, Ohio State; Lee Kirby, Duke U., and Add Penfield, Georgia Tech.

Among the highlighted contests of the season, and the number of stations to carry these games, are: Yale at Pennsylvania, Oct. 2, on 21. Dartmouth at Pennsylvania, Oct. 9, on 26.

Army at Columbia, Oct. 16, on 18.

Pittsburgh at Illinois, Oct. 16, on 10.

Penn State at Maryland, Oct. 23, on 13.

Army at Yale, Oct. 23, on 20.

Carnegie Tech at Pittsburgh, Oct. 30, on 10.

Dartmouth at Yale, Oct. 30, on 17.

Brown at Yale, Nov. 6, on 17.

Princeton at Yale, Nov. 13, on 21.

Dartmouth at Princeton, Nov. 20, on 26.

Cornell at Pennsylvania, Nov. 25, on 27.

The Atlantic schedule concludes on Dec. 5 with the game between the Green Bay Packers and the Philadelphia Eagles.

Stations on the schedule are:

WFBR WNBF WNAC WICC WGR WISR WBT WCHV WTAM WBNS WBTM WCED WDNC WEST WENY. WSAN WFBG WFPG WRDW. WERC WSAR WEIM WHAI WJEJ WKBO WSVA WTHT WAZL WHYN WHCU WJAX WJAC WLNH WGAL. WMRF WLLH WLVA WMAZ WFEA WNBH WKST WELI WNLC WOR WDBO WCAU WIBG KDKA WBRK WEAN. WPTF WEEU WRNL WDBJ WHEC WSYB WBOC WSAV WARM WKOK WAGE WMBS WJPA WATR WBAX WRAK WDEL WAAB WORK.

MAN-SIZED JOB of all announcing and programming duties of WIXTG, FM affiliate of WTAG Worcester, has been undertaken by radio's first all-girl staff.

Showing how it's done are, (seated, l to r): Olive Merrill, disc jockey; Patricia Neighbors, announcer; standing: Gladys Tomajan, monitor; Mary Lou Evans, script supervisor.

FCC to Study Time Brokers; May Decide to Regulate Them

A NEW STUDY of "time broker" activities in commercial broadcasting, presumably to ascertain just where the line shall be drawn, is being launched by the FCC's Law Department, with the blessing of the Commission. The informal authorization came at the FCC meeting last Tuesday with only three members, Commissioners Craven, Durr and Chairman Fly present. It is assumed that the Commission did not authorize a formal inquiry by resolution because of the lack of a quorum.

What inspired the new study at this time is conjectural, although it is felt in some quarters that the disclosures of the House Select Committee investigating the FCC regarding time brokerage activities in the foreign language field in New York, had a bearing on it. This practice, constituting sale of block time to contractors or agencies, for resale and programming, is prevalent in the foreign language field. It also is used on other stations, usually smaller outlets in metropolitan areas.

Doubtful Practices

Time brokering per se is not regarded as improper or illegal. The Commission in the past, and its predecessor, the Radio Commission, in several instances has frowned upon the practice where it appeared to constitute delegation of full responsibility to the broker for the time used and resold. Whether or not the practice is in the public interest depends upon the nature of the contract and the manner in which the time is sold or controlled, according to these past interpretations.

There are no regulations of the FCC banning time resale as such. It may be that the new study is being undertaken to determine whether hard and fast rules should be applied.

The type of situation regarded as improper and actually constituting an assignment of license for the period brokered, it was recalled, is one wherein the broker in effect sets himself up in the broadcasting business without applying for a station license or being subject to the regulations. There are instances, it is felt, where the broker or contractor practically has taken over the station's operation.

A pending case involving management contract or time brokerage is that involving WCAM Camden, N. J. licensed to the City of Camden. A contract was entered into with the Mack Sales Co. under which it contracted for all of the station's time for resale purposes. This case, however, is still undetermined, though hearings were held last year.

One of the cases cited in the Cox inquiry on the foreign language situation in New York was that of Lido Belli who, Committee General Counsel Eugene L. Garey charged, was prevented by the FCC and OWI from conducting his business as a time broker for nine months, resulting in loss to him of more than $90,000. Also cited were the cases of Andrea and Stefano Luotto, foreign language broadcasters, among others.

CBS Names Kemp To Detroit Office

Moskovics Takes His Post; Witt Now KNX Manager

ARTHUR J. KEMP, for four years CBS sales manager on the Pacific Coast, on Oct. 4 becomes manager of sales for CBS in the network's Detroit office, a post vacant since 1941, it was announced last week by William V. Gettinger, CBS vice-president in charge of sales. Succeeding Mr. Kemp on the West Coast will be George L. Moskovics, sales program manager in that office.

Mr. Kemp

Joining CBS in 1936 as a member of the Pacific Coast sales department, Mr. Kemp had previously been with McManus Inc., *Los Angeles Examiner*; sales manager of KHJ Los Angeles, and KFRC San Francisco; sales promotion, publicity and merchandising manager for KNX Los Angeles, prior to its purchase in 1936 by CBS. Mr. Kemp has served as eastern representative for the CBS Pacific Network in New York, and in 1938 was special field representative for CBS owned stations before returning to the Coast in his present position.

New Post for Witt

With the pending transfer of Mr. Kemp to Detroit, Donald W. Thornburgh, vice-president in charge of the CBS Pacific Coast division, announced that Harry W. Witt, present sales manager of KNX, has been named to the new post of assistant general manager of that station. Mr. Wit was manager of KGB San Diego and with CBS, he has served as commercial sales manager of KNX and CBS Southern California sales manager.

Other personnel alignments on the coast include Arch Morton, CBS national sales service director, named KNX sales manager; Charles Morin, manager of the CBS San Francisco office, moving to Radio Sales, New York, as eastern sales manager for the Pacific network and KNX, and Wayne Steffner, formerly of the San Francisco sales staff, becoming manager of CBS offices in that city.

Fox Case continues as director of public relations and West Coast news bureaus. Hal Hudson continues as program director and Meredith Pratt as head of Radio Sales on the Coast.

Bond Renewal

BOND STORES, New York, issued a blanket renewal of news and musical programs on 40 stations throughout the country effective the first and second week of September. Agency is Neff-Rogow, New York.

Noble Sells WMCA to Nathan Straus

Former Housing Head Pays $1,255,000; May Have Associates

SALE of WMCA New York to Nathan Straus, former administrator of the United States Housing Authority, for $1,255,000, was announced last Monday by Edward J. Noble, present owner of the station and recent purchaser of the BLUE Network.

In making the announcement Mr. Noble said that he was disposing of WMAC in accordance with the FCC policy on multiple ownership of stations operating in a single community, as in acquiring the network he is also becoming the licensee of WJZ, BLUE key station in New York. Transfer of WMCA was, however, an outright sale and not contingent upon the FCC's approval of Mr. Noble's acquisition of the BLUE, on which the Commission is currently holding hearings.

Follows Flamm Ruling

Sale of the station to Mr. Straus followed by two days the ruling of Judge Albert Cohn of the Appellate Division of the New York Supreme Court in the legal battle recently started by Donald Flamm, from whom Mr. Noble purchased WMAC in 1941 for $850,000, to regain possession of the station through a rescission of that sale, which Mr. Flamm alleges he was forced to make as a result of threats and duress [BROADCASTING, Aug. 16, 23, Sept. 6]. Judge Cohn granted an order returnable Sept. 24 to show cause why a stay should not be granted, but denied an interim stay to prohibit the sale until that date.

Queried as to how the question of a stay order restraining the sale of WMAC can be argued after the station has been sold, Franklin S. Wood, attorney for Mr. Noble in this matter told BROADCASTING that the matter has become academic and that the order would have force only if the station had not been sold before Sept. 24.

Philip Handelman, of Handelman & Ives, counsel for Mr. Flamm, expressed doubt that Mr. Straus, under the circumstances, would be a bona fide purchaser and said: "We will join Mr. Straus in the action for rescission if he goes through with the deal." Mr. Handelman appeared at the FCC hearing on Mr. Noble's acquisition of the BLUE to acquaint the Commission with the fact that Mr. Flamm's action had been filed and is now pending in the New York State Supreme Court [BROADCASTING, Sept. 13].

Announcement of the WMCA sale named only Mr. Straus as purchaser but it is understood that he may have associates in the purchase. Details of the transfer have not yet been disclosed, but must necessarily be included in the application to the FCC for approval of the license transfer. The application probably will not be filed for several weeks, Mr. Wood said, and possibly not until the conclusion of the Commission's hearings on the change in ownership of the BLUE.

No financial details of the purchase of WMCA by Mr. Straus were made public last week except the purchase price of $1,255,000 and the fact that Mr. Noble had put about $200,000 in new capital into WMAC in addition to the $850,000 he had paid Mr. Flamm, bringing his original investment in the station to approximately $1,050,000.

In announcing the sale of WMCA last Monday, Mr. Noble said: "The purchase of the station by Mr. Straus brings to the New York radio field a native New Yorker with a distinguished career in public service, who also has a successful background of business and newspaper experience. I am thoroughly satisfied that he will operate WMCA within the letter and spirit of public interest, convenience and necessity and that moreover he will make a contribution to the development of the station in keeping with his fine record of public service."

Straus Statement

Mr. Straus stated: "The acquisition of WMCA is for me both a responsibility to maintain the high standards of radio broadcasting and an opportunity to make the station an even more significant factor in the life of this world's largest city. I have been impressed with the high calibre of WMCA's wartime programming and both policy and personnel will be retained intact. I intend to devote my entire time to the active management and operation of the station. Radio is one of the great factors in moulding public opinion and in a democracy public opinion makes the laws.

"I wish to state unequivocally," he continued, "that commercial consideration will at no time be permitted to interfere with the proper function of the station as a medium of entertainment and education, and in wartime, of communications and morale. If WMCA can help to promote the development of an informed public opinion concerning the great problems and issues of our troubled times, I shall feel that my association with it has not been without profit."

HALLICRAFTERS Co., Chicago (radio manufacturers), has purchased a thrice-weekly quarter-hour newscast on WJJD Chicago. Contract for 13 weeks was placed by Burton Browne Adv. Co., Chicago.

WMCA PURCHASER

NATHAN STRAUS, purchaser of WMCA New York, has a long record of public service. Son of the famous philanthropist of the same name, he was born in New York City May 27, 1889. He studied at Princeton and Heidelberg Universities, obtaining a special diploma, cum laude, from Princeton U. in 1909. On April 25, 1915, he married Helen E. Sachs of New York.

Beginning his business career as a reporter for the *New York Globe*, he entered the publishing field in 1914, purchasing the magazine *Puck*. He was editor and publisher of *Puck* until America's entry into the first World War in 1917. At that time he enlisted in the Navy as an Ensign serving until December 1918 when he was honorably discharged. In 1919-20 he was assistant editor of the *Globe*.

By training and background a public servant, Mr. Straus was tendered the Democratic nomination for the New York State Senate after the armistice of World War I to represent the 15th Senatorial District. Though the district was normally Republican, Mr. Straus was elected by a comfortable majority. He was reelected in 1922 and 1924.

With a record of progressive legislation, Straus served New York as a Senator at Albany for six years. He is best known for his reforms in the field of public housing and is the sponsor of the so-called "Straus Law" which prevents housing discrimination against families with children.

Returning to private business in 1927, he became president of Nathan Straus-Duparquet, a hotel and restaurant equipment company, at the same time organizing the "Park Association of New York" to promote the extension of the city park system. In 1933, he organized the Hillside Housing Corp., largest low-rent housing project in the country.

In 1935 he was appointed by Mayor LaGuardia to make a survey of public housing in Europe. On his return he was appointed a member of the New York City Housing Authority. In the succeeding years, he led the movement which finally resulted in the passage of the U. S. Housing Act in 1937. President Roosevelt appointed him Administrator of the U. S. Housing Authority in which capacity he served until February 1942.

FCC Okays WNYC Operation at Night

Special Service Permit in Effect to Feb. 1, 1944

SPECIAL SERVICE authorization for night time operation of WNYC New York to Feb. 1, 1944, the duration of its current license, was granted last week by the FCC and the hearing which had been set for Sept. 13 cancelled. The action followed a petition filed Aug. 24 by CBS on behalf of WCCO Minneapolis proposing withdrawal of its opposition with certain conditions, provided the Commission concludes nighttime operation of New York's municipally-owned station would aid in the war effort.

WCCO, the dominant station on the 830 kc clear channel, had protested an earlier FCC grant of special service authorization to WNYC after the Commission had denied a formal application for evening time after a hearing [BROADCASTING, Aug. 30].

Right Reserved

CBS made it clear, in withdrawing its opposition, that it does not admit that operation of WNYC during nighttime hours will not interfere with the service of WCCO, and it specifically reserved the right to contest any application filed by New York City for operation for nighttime hours other than as specified in the petition.

WNYC has operated daytime on 830 kc with 1000 watts since 1939. The State of Minnesota as well as CBS had opposed breaking down the clear channel by the proposed evening operation which WNYC had sought since 1939, on the ground that it would interfere with program service to rural listeners in the north central area and that it was contrary to the Commission's rules.

Helps Army Medics

FERRY-HANLY Co., New York, has been assigned by the War Advertising Council to conduct a campaign for the Army Medical Department. Purpose is in part to reassure the public that wounded servicemen are getting the best care, and to recognize heroism of the medical soldier as a morale measure. Agency will appeal to advertisers in radio and other media to contribute time and space to the cause and will provide copy material, through a pamphlet to be issued in a month or so under the title "A Matter of Life and Death."

XUM

"WHACHA MEAN BY 'IOWAY PLUS'?"

Lots of people seem to think we're covering a good deal of ground when we talk about reaching "Iowa *Plus*".

Maybe so. But sometimes we surprise even ourselves! For instance, we'd never have thought that our efforts to sell War Bonds would result in "WHO Clubs" as far away as Georgia or Texas. Yet in Littlefield, Texas, 176 people banded together and bought $30,200 in War Bonds from W-H-O—and in Summerville, Georgia, another group printed special installment books entitled "Local Member W-H-O War Bond Club—A Mighty Club to Beat the Axis, Sponsored by Radio Station W-H-O, Des Moines".

W-H-O is listened-to regularly by thousands of people we'd never dare claim in even our tertiary coverage. W-H-O gives its advertisers a bonus audience that is possibly as large as most Iowa stations' *total* audience. . . .

That's what we mean by "Iowa Plus". Write for a typical W-H-O mail count—or ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

12,000 Newscasts Leave Their Imprint

Pruning of Sloppy Practices Urged; New Roles for Radio Newsmen

By CHARTER HESLEP

THE Office of Censorship not only has no criticism of Radio's handling of news but is proud of the record being made by the industry as a co-partner in the unprecedented experiment of voluntary, civilian censorship. As of last Saturday, this record showed only 177 confirmed violations of the Broadcasting Code in a total of 12,044 news shows heard or read by the Broadcasting Division's radio news desk. That's a batting average of 98.3% for the radio news editors of the nation acting as their own censors. It is convincing evidence that radio, working with an equally alert press, has succeeded so far in throwing up an effective security screen around our global war operations.—*Charter Heslep*

THROUGH the operation of two simple controls set up to check on Code observance throughout the country, the radio news desk of Censorship has monitored, reviewed or precensored every one of 12,044 shows.

The two controls are a monitor of network programs which enables us to hear 400 to 600 shows a month and spot checking of selected groups of stations which brings us about the same number of news scripts every 30 days.

These uncounted millions of words include, up to now, the outgivings of more than a hundred network commentators and newscasters and at least one entire week's news production from more than a third of all the stations of the country.

Four Standards

NAB is making a sound move in setting up a committee to formulate standards to be put before the industry that will improve the overall presentation of news on the air. Any apparent shortcomings do not represent an indictment of all broadcasters. In most cases, the practices cited are found in relatively few stations; I may even be accused of fly specking.

The standards that seem pertinent to this committee's discussions are Accuracy, Honesty, Integrity and Responsibility. Let's start with Accuracy.

No single move will do more to achieve accuracy than *copyreading*. I hope this committee will recommend that no broadcaster ever put a line of news on the air unless it has been read carefully by someone. Consider the care a well-edited paper exercises. Every story is read by the city editor, telegraph editor, or department head. Then a copyreader goes over it, word by word. The news editor gives it a look-see. The composing room proofreads it and the managing editor or some editorial executive checks the proofs before the paper locks up. That's five operations. No wonder bad bulls in the press are collectors' items.

What happens in some radio stations? The ticker buzzes merrily in a corner. Shortly before the next newscast an announcer bounds over, measures up on his arm the amount of copy he needs or snips off the last roundup and rushes to the mike.

Of the 340 stations spotchecked to date more than half originate no news. That means several million listeners get only what comes over the tickers and what is fed from the networks. It seems reasonable to conclude also that in some of these same stations there isn't a single person employed who possesses much newspaper experience. This situation places a terrific responsibility on the networks and the news services serving radio. Doubtless the manpower shortage explains some of this lack of enterprise by individual broadcasters.

Checking the Copy

Copyreading comes as natural as breathing on a newspaper. A $40-a-week desk man has no inferiority complex about cutting the stuff of a $1,000 a week columnist. Station managements should give their news editors complete authority to copyread all material, including press association copy, and have the final word—even if that word means ordering control to cut the program if a commentator tries to use material the editor has ordered out. No commentator, analyst, ace reporter or expert who is not a complete stuffed shirt or afflicted with a messiah complex is going to resent competent and intelligent copyreading.

Dozens of stations, particularly those in semi-rural communities, are attempting considerable local coverage. The police blotter, courts, city government, community meetings and that lifeblood of the small newspaper—the personals—are being used. Here, too, accuracy should be paramount, especially where the relation between station and listener is apt to be very personal.

We've all acquired habits as voluntary censors that should be carried over to post war broadcasting. I refer to the Code request to verify all messages sent in by telephone, to check the source of emergency notices, to edit letters from overseas and to check personal items to see that no clues are given on troop or ship movements. All of these checks promote accuracy—as well as security. Accuracy should be one of the cornerstones in any set of radio news standards.

Honesty is the next standard.

When I was pondering a switch from city room to radio news room, an old broadcasting veteran said to me: "The biggest thing you've got to realize is that you're going into the show business." Well, after I got into radio, and especially after a year on an observation post in Washington, I wonder if radio management wouldn't do well to forget it is in the show business when it is promoting its news department. Legitimate promotion of commentators and services — yes. Frenzied overwriting and extravagant claims for this or that "newsboy"—No.

Today, radio tosses around the words "commentator", "news analyst", "editor", "newscaster" and "reporter" like so many balls kept in the air by a juggler. An opening commercial or top sheet on some stations breathlessly tells you that this or that "international expert, famous newspaperman, ace reporter", is about to give his keen analysis of the news and comment on the great events of the day. And what comes next? A collection of 10 to 15 stories clipped from a wire service. In some cases there isn't a single pencil mark on the copy. This phoney buildup also hits a network now and then.

MR. HESLEP

WHEN it comes to radio news listening, Charter Heslep is a professional. Chances are he has listened critically to about as many newscasts as anyone you can think of offhand. If you pin him down, Charter will estimate the number at 12,000. In his capacity as Uncle Sam's official ear for newscasts, Charter has formed some conclusions—and some very definite ones, if you don't mind plain talk. Here Charter speaks strictly as a radio news executive, which he was at NBC where he was night news editor. In his U. S. capacity, Charter is news editor under J. Harold Ryan, Assistant Director of Censorship for Broadcasting. These remarks are excerpted from his talk last Thursday before the NAB News Standards Committee. Charter used to be a newspaperman himself—managing editor of the *Washington Daily News*, in the Nation's Capital.

Those Nickel Extras

Then, there is the plagiarist. A wire service man comes up with a good think piece. Or a correspondent gets a real beat. Or a rewrite man happens to do a particularly fine piece of writing. How many commentators give the service or the man credit?

This deception also extends in a lesser degree to the stations. The newspaper labels most of its material. The press and picture associations call quickly and loudly when that log or agate credit line is omitted. But some stations blithely present the news "as gathered by the WWWW newsroom".

A station discovers it has an announcer who is very facile in reading news. He may never have written a story or handled a piece of copy in his life, but in no time at all he may become a commentator. Yet he'd be paralyzed if he had to write his own script.

Remember how you cursed in the old days when you put out a nickel for an extra that amounted to a fake? Well, radio has abolished most of the newspaper extras—both legitimate and spurious—but in some cases has appropriated this vice as its very own. One salu-

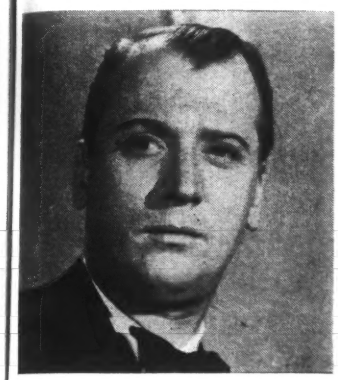
(Continued on page 41)

Warriors on the "FOURTH FRONT"

Mightiest tribute in many a day came when OWI tagged radio the "fourth front" in the war.

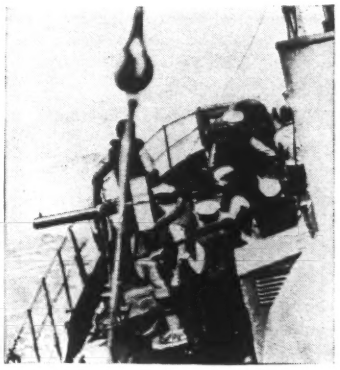
Not only on battlefields and through shortwave broadcasts has the industry made the grade, but on the home front as well. Fast, complete news coverage, keen and accurate news analysis show Americans where they stand and where they're going. Powerful weapons in winning wars!

And we at WMCA are proud indeed of our own fourth front warriors . . . men and women carrying on one of New York's hardest hitting news offensives. Proud too that so many advertisers have chosen to attack the New York market by way of WMCA's stronger-than-ever news front.



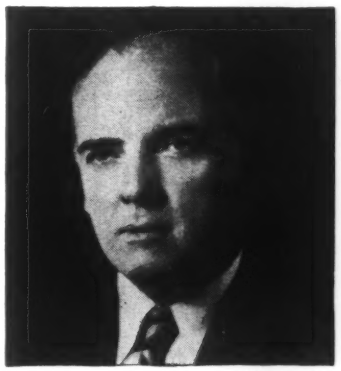
JOHANNES STEEL

Dynamic, convincing, world-recognized for his predictions. Steel has rubbed elbows with Europe's famous and infamous who today shape the history he interprets. Rivals the nation's top commentators in popularity and appeal.



FIVE-STAR FINAL

One of America's first dramatized news shows. A gripping roundup of world events brilliantly re-enacted. "Five Star Final" matches any network show in dramatic importance and human interest, in national fame and prestige.



DR. FRANK KINGDON

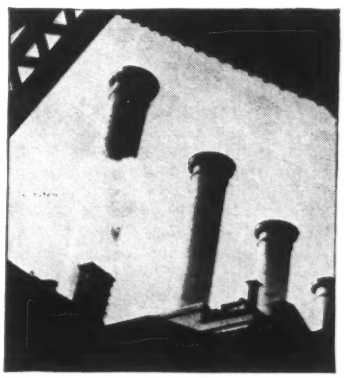
This noted scholar, journalist brings an all-American viewpoint to the international scene. Widely quoted in the daily press, Dr. Kingdon has created an unusual standard of impressive news analysis.

RICHARD EATON

The ink hardly dries on Washington blueprints before Eaton takes the air *from the capital* with a report to local listeners. A growing roster of important guests testifies to his intimacy with diplomatic, political "greats."

ALICE HUGHES

Women—yes, men too—turn to "A Woman's Views" by syndicated columnist Alice Hughes for comments on home and world affairs. Audiences understand her crisp newspaper style, like her sincere approach.



BUSINESS FORUM

Prominent industrial and business leaders gather for weekly round-table discussions about problems affecting trade in the metropolitan area. The only exclusive program of its kind where businessmen "tell all."

CIVILIAN DEFENSE NEWS

Born of a nation thrust into war, Lilian Okun's "Civilian Defense News" brings to the city's vigilant millions vital news on local activities . . . facts keyed to everyone's attention, sent into the home by a clever reporter.

UNITED NATIONS AT WORK. Official representatives of the Allied Nations meet to compare notes on history-making post-war plans. A distinguished radio forum originating from the United Nations New York headquarters.

NEW YORK TIMES NEWS BULLETINS. Every hour on the hour, the world's leading newspaper broadcasts up-to-the-minute news bulletins . . . most outstanding public service in New York.

America's Leading Independent Station

REPRESENTATIVE: WEED & CO. • CHICAGO • DETROIT • HOLLYWOOD • BOSTON

WMCA *New York*

'Composition of Traffic' Seen As Next Topic of FCC Study

Chairman Indicates Field of Program Content May Get Scanning; Sponsored News an Issue

IMMINENT invasion by the FCC of the field of program content, presumably as an outgrowth of the May 10 Supreme Court decision ascribing to the FCC control over the "composition of the traffic", seen in recent expressions of the Commission, and more particularly Chairman James Lawrence Fly.

Following the hearing Sept. 10 on the proposed sale of the BLUE Network Co. to Edward J. Noble, New York industrialist and broadcaster for $8,000,000 cash, which was devoted almost entirely to programming procedures and policies, Chairman Fly at his press conference last Monday discussed news broadcasts and handling of controversial issues by stations and networks. He posed the question of whether news broadcasts should be sponsored at all.

News Problems

Prior to the May 10 Supreme Court decision, it was generally accepted that the FCC could consider program content only "after the fact" or in cases of license renewals, where past program service of stations could be taken into account. The fact that the BLUE Network proceeding centered around news policies, sponsored programs, and unwillingness of the BLUE and other networks to sell time to membership or cooperative groups, was seen as the first indication of FCC consideration of "composition of the traffic" [BROADCASTING, Sept. 13].

At his press conference, also participated in by Commissioner C. J. Durr, Chairman Fly said the whole question of news coverage and sponsorship would be taken up by the Commission. He said he thought that in the case of the BLUE Network transfer the Commission might well inquire into the general policies and conducts of operations as a basis of approval or disapproval of the transfer.

Alluding to public discussion and the presentation of views on important current issues, political, social or economic, Chairman Fly said the Commission must bear in mind the necessity of having a "broad general public service in radio—not a tendency to constrict and exclude". To the extent that broadcasting fails to meet that public need, Chairman Fly said, it is "deficient".

He said he thought it was time for the industry itself "to take hold of this whole problem and see how opportunities can be made to render broader service and to agree on rendering more fundamental services". He declared the easiest way out may be to "construct and exclude, but it is not so clear that the easiest way out is the most constructive way".

If the industry does not "see the light", Chairman Fly asserted, the matter would be considered by the Commission. He said there was a tendency to avoid these vital questions on public issues by the industry and "to take refuge behind shibboleths rather than move out in a fundamental and vital way and grasp the issues and do something about rendering a public service in regard to them". He continued:

Disguised as News

"I rather suspect that if the present tendency continues, the overall utility of the broadcasting will tend to diminish from day to day, month to month, year to year, simply because of the ease of adopting restrictions and constrictive and exclusive measures. We seem to be simply sticking to the point that so long as an outfit is big enough and has some product to sell over a national network, it will get the time, and if not it won't get it. That's too easy a standard. Then, too, I would suppose it doesn't help that situation any where we permit that small restricted group to promote their own ideas and their own philosophies and press those upon the public's attention. You have that in a number of instances, which only accentuates the fact that you don't render a broad public service.

"I heard a so-called news program last night. It always is supposed to be a news program. Through the months it has been tending more and more to get away from the news of the day to the philosophies of the particular sponsor. Things like that are done in a somewhat subtle if not oversubtle manner. Only by careful listening do you discover that he is not giving you news or comment on the world news, but is peddling ideas to you from the company headquarters. Where ideas and ideals and philosophies are promoted they ought to be promoted openly, and in any case when they are promoted they should be counterbalanced by other presentations so that the public will have the benefit of both sides of the controversial issues.

"A radio license is a public trust. It may be exploited selfishly, and properly so, but it should not be so exploited exclusively and as against the great public interest. The privilege of extending your voice into the living rooms of virtually all the people of this country is a rare one. It cannot be extended to everybody, and he who undertakes to operate or exercise control over that vital mechanism which belongs to the public, takes with that privilege and that opportunity a grave public duty. The mechanism of free speech and indeed about the only practical mechanism of free speech we have is entrusted to him and it is placed in his hands in trust for the public".

No Change Likely

Asked whether there was any possibility of the Communications Act being rewritten to eliminate the public interest clause (as proposed by the House Select Committee investigating the FCC), Chairman Fly said he did not think there is the "slightest possibility". He added it was conceivable that some of the "powerful interests" might bring so much pressure to bear that there might be some slight change of wording.

Once the "fundamental duty" to serve the public interest is taken away from the license of the broadcaster, Chairman Fly added, "you have prostituted your whole great public mechanism of free speech to selfish interests". The dangers in any system where the broadcaster would not be under a duty to serve the public interest "are well nigh frightening", he added.

From the standpoint of wider public service, Chairman Fly added, it may well be that there ought not to be any sponsorship of news or comment. Declaring he would take no position on that, he added that there are some "splendid examples of courage in news reporters and commentators who are paid by the sponsors". He added he did not intend to level any criticism at such commentators or at their sponsors.

MR. GOW GOES to Washington to cover the reconvening of 78th Congress for WSAI-WLW Cincinnati, and to get transcribed interviews with those who make the news. One of the biggest news names on "the Hill", Speaker Sam Rayburn (D-Tex.), (left) chats here with newsman George Gow.

L. W. Herzog Named FM Sec.-Treas., At Open Board Meeting in New York

L. W. HERZOG, W55M (WTMJ) Milwaukee, was elected secretary-treasurer of FM Broadcasters Inc. at an "open" board meeting at the Ambassador, New York, last Tuesday. He succeeds Robert T. Bartley, who resigned this office along with his vice-presidency of the Yankee Network to join the NAB in an executive capacity [BROADCASTING, Aug. 30].

C. M. Jansky Jr., of Jansky & Bailey, Washington consulting radio engineers, was elected technical advisor of FMBI, filling a post that has been vacant since Paul A. de Mars of the Yankee Network, its former occupant, entered the Navy. Walter J. Damm, W55M, FMBI president, was named to represent the organization on the new Radio Technical Planning Board, with Theodore C. Streibert, W71NY (WOR), New York, FMBI vice-president, as his alternate.

Interim reports were delivered by committees studying the advisability of increasing marginal field strength of FM stations from 50 to 100 microvolts and the desirability of retaining or changing the present method of allocating power on the basis of market area coverage. It was decided to consolidate the handling of both problems in a single committee with W. R. David of General Electric Co., Schenectady, as chairman. Other members of this new committee are: Ray H. Manson, Stromberg-Carlson Mfg. Co., Rochester, N. Y.; Everett Dillard, Commercial Radio Equipment Co. (K49KC), Kansas City; F. M. Doolittle, W65H (WDRC), Hartford, and Mr. Jansky.

Committee will present a full report at the next FMBI board meeting in the studios of WGN Chicago, on Nov. 17. It was voted to continue the "open meeting" policy, inviting any FMBI members who are able to attend. This policy has been a great success wherever it has been tried, Mr. Damm said.

Marcus Loew Booking Agency (W63NY, WHN), New York; WJJD Inc., Chicago, and Piedmont Publishing Co. (WSJS), Winston-Salem, were elected as members, bringing the FMBI roster up to a total of 65. Meeting was attended by about 45 members, including all nine board members.

LADY ESTHER CUTS AGENCY CONTRACT

PEDLAR & RYAN, New York, and Lady Esther Co., Chicago, have severed relations, it was learned last week. Agency has been handling the *Screen Guild Theatre* program started on CBS last October by Lady Esther.

The program was not involved in the disagreement, according to Pedlar & Ryan. Failure of the agency and the sponsor to agree on certain general policies resulted in a mutual agreement to part company, it was said. Separation went into effect last week as far as operations involving copy, production, etc., but the agency has lined up programs for the coming weeks. Selection of another agency is in progress.

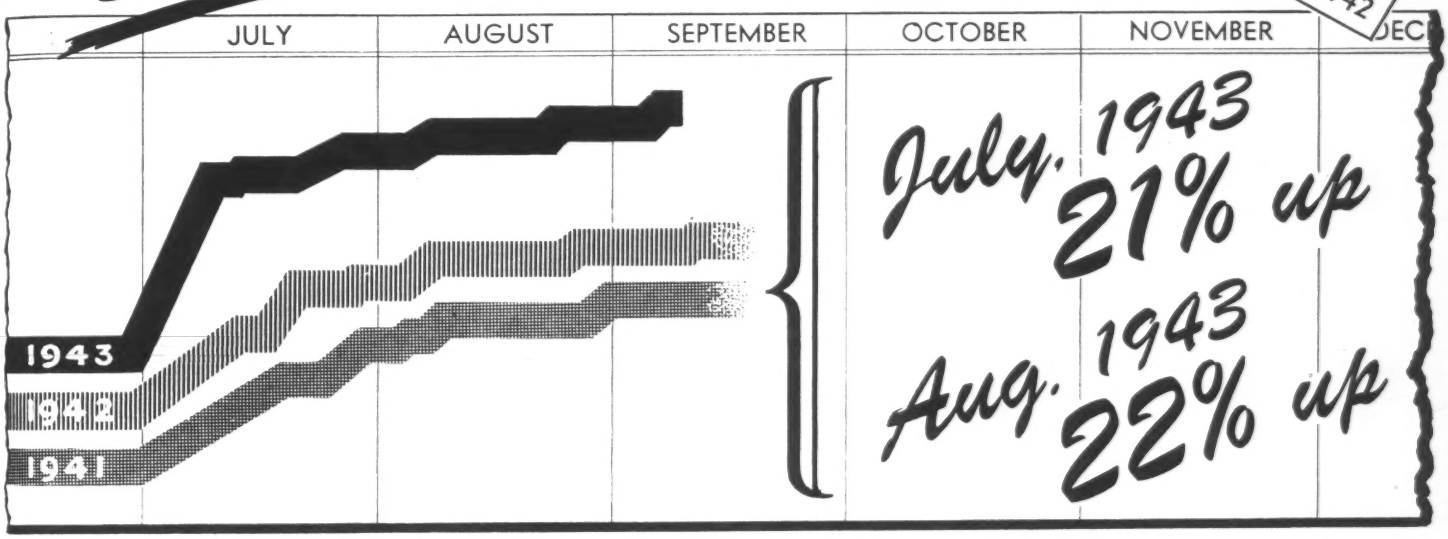
FIGURES that TALK -- Look what they say!...

AUG., 1942 13% OVER AUG., 1941

DEC., 1942 10% OVER DEC 1941

Jan., Feb., March, April & May, 1943 All Exceeded 1942

JUNE, 1943 16% OVER JUNE, 1942



September 1943 also starts ahead of 1942's record of advertisers confidence in KOA.

Words are superfluous with such convincing evidence to offer of KOA's selling power, and ability to satisfy KOA advertisers.—Just further proof of the fact that once KOA serves 'em—they stay on KOA.

Advertisers who have seen the light—and know the value of KOA's 69% Listener Loyalty.....68.8% Dealer Preference—continue to pour in renewals.....While others clamor for a place in the Sun which shines over KOA's vast coverage area.

★

Few Stations In the Nation Can Equal KOA's Dominance

!

50,000 WATTS · 850 KC.

KOA

First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Picture of

190,365 housewives buying food...

The young lady is having a busy day.

She is competing for a prize on "The Missus Goes A-Shopping" ...the favorite quiz-and-fun show of New York housewives. Every program plays to a packed house of 350 women. The waiting list for studio tickets is six weeks long!

It's an informal, zany program, conducted by nimble-tongued John Reed King. From the time the first studio visitor appears, the fun flies thick and fast. It's a madhouse. And for fifteen minutes laughter buckles the walls.

It's the highest rated show in New York at 8:30 A.M. More New York women—*more by 88%*—listen to "The Missus" than to the second ranking program. In fact, one out of every three radio-available housewives are tuned to "The Missus". 190,365 housewives each day.

Advertisers listen, too. Seven major food chains enthusiastically endorse the show. Sponsors wait in line to participate. (No time is now available for sale.)

Smooth, top-flight radio. Skilfully written. Professionally produced. Brilliantly conducted.

Of course, it's on WABC.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Management Responsible, NAB Group Says on 'Editorializing'

Joint Resolution by News and Public Relations Committees Follows Kaltenborn-White Debate

THAT MANAGEMENT of stations and networks must take responsibility for whatever is broadcast over their transmitters was voiced in a resolution on editorializing and the functions of news commentators, issued jointly by the NAB Radio News Committee and the NAB Public Relations Committee at the conclusion of meetings held concurrently at the Waldorf-Astoria, New York, last Wednesday and Thursday.

The resolution reads: "Responsibility for all broadcasting rests and must continue to rest on individual station and network managements. The industry recognizes and accepts this responsibility and the Radio News Committee of the NAB is certain that various management policies, however they may occasionally differ, are designed to further the public interest."

Kaltenborn vs. White

The action followed an attack by the veteran news analyst, H. V. Kaltenborn, upon the recent ruling of Paul White, CBS director of news broadcasts, forbidding the voicing of editorial opinion by commentators on that network. Mr. Kaltenborn expressed strong contrary views in an address at a joint luncheon meeting of the two committees on Wednesday, at which the Association of Radio News Analysts wre guests.

"Don't hamstring the great cause of free speech on the air by adopting a rigid code of rules to govern all radio commentators," Mr. Kaltenborn told the committees. "Hire the best men you can get for the money you can pay. Tell them frankly what you expect; what you are trying to do on your station or your network and give them their heads. If they get out of line correct them. If they continually violate what you deem to be an essential policy, fire them. But don't pretend that you are going to be able to keep a commentator worth his salt from expressing his personal opinions."

White Restates Views

Taking issue with Mr. White, the commentator cited article six of the code of the Assn. of Radio News Analysts, of which he is president: "The Association opposes all censorship of broadcast material, except insofar as duly required by governmental authorities in the interest of public safety during a national emergency."

After the meeting Mr. White restated the policies he outlined to CBS news analysts Sept. 7. Emphasizing the network's lack of editorial views except in regard to radio itself, he said that "by extension, those men selected by us to interpret or analyze the news must also refrain from expression of editorial opinion or our non-editorial position becomes an empty shell."

Mr. White said, "Ideally, in the case of controversial issues, the audience should be left with no impressions as to which side the analyst himself actually favors."

The function of a news analyst, Mr. White said, "is to marshall the facts . . . and out of his common or specific knowledge to present these facts so as to inform his listeners rather than persuade them. The analyst should attempt to clear up any contradictions with the known record, should fairly present both sides of controversial questions, and in short, should give the best available information upon which listeners can make up their own minds."

Mr. White bases his views on the limitation of available frequencies, a basic difference between radio and press as media for public expression. Without a non-editorial policy, he declared, a powerful one-sided position on serious issues could readily be taken by a small group of broadcasters. Permitting 30 or 40 news analysts with nationwide audiences and regular periods to build loyal listeners, the freedom to preach their own views "would be to create for CBS a super-editorial page instead of no editorial page at all. Then freedom of the air, within the genuine spirit of democracy, would be merely a hollow phrase," he concluded.

Radio News Courses

The recently organized Radio News Committee announced as its first major project a plan for aiding schools and colleges in the installation of courses on technique of preparing news for broadcasting and presenting it on the air. The committee will study courses at Columbia U. and Northwestern U. and will consult with educators to expedite placing these courses in as many educational institutions as possible to help alleviate the serious personnel shortage in radio news bureaus, the announcement stated.

The committee took no action at its initial meeting on the problems of newscast operation and standards, deciding to withhold definite recommendations for the next meeting, which will be held in about two months.

During its two-day meeting, the news committee heard Charter Heslep of the Radio Division, Office of Censorship, in a talk titled "After 12,000 Newscasts" [see

(*Continued on page 58*)

NBC Public Service Programs Up 60%; Betterment is Goal, States Trammell

EXPRESSING satisfaction with development of NBC's public service programs since the establishment of a separate public service department nine months ago, Niles Trammell, president of NBC, stated that still better programs are the department's goal for the coming year. Mr. Trammell spoke Sept. 15 at the conclusion of the annual two-day meeting in New York of the public service division, at which Dr. James Rowland Angell, public service counselor, presided.

According to a report by William Burke Miller, manager of the department and war program manager, public service programs have increased by about 60 per cent in the nine-month period, while Dwight Herrick, assistant manager of public service, explained to the group the status of the NBC Listeners Advisory Panel, and demonstrated with recordings promotion for public service programs through the NBC "Parade of Stars."

Others to Assist

A plan for a public service series which would invite the cooperation of outside groups at different intervals through the coming year was suggested by Clarence L. Menser, vice-president in charge of programs. A. L. Ashby, vice-president and general counsel, reviewed the status of public service broadcasting in the light of the Supreme Court ruling on the FCC regulations, and Albert E. Dale, director of information, brought the meeting up to date on political developments in Washington.

A total of 28,182 nurses, 89,994 nurses aides, and 749,475 home nursing students have been enrolled by the Red Cross through the NBC program *That They Might Live*, it was reported by Jane Tiffany Wagner, director of women's war activities, adding that the figures were still incomplete.

Representatives of other NBC divisions making reports at the meeting included:

Frank E. Mullen, vice-president and general manager; John F. Royal, vice-president in charge of international relations; Sterling Fisher, assistant public service counselor; Sheldon B. Hickox Jr., manager of the stations department; Judith Waller, manager of the central division public service department; Jennings Pierce, who is in charge of the same division on the West Coast; Albert Crews, of the central division production staff; Doris Corwith, assistant to Dr. Angell; Arthur Forrest, public service promotion manager; Eddie Grief of the press division; Lewis Titterton, manager of the script department; John H. MacDonald, vice-president in charge of finance; Max Jordan, director of religious broadcasts; Erik Barnouw, editor of the script division; Gilbert Chase, music specialist. Also present were David Sarnoff, president of RCA; William S. Hedges, vice-president in charge of station relations; Frank E. Mason, vice-president on leave, and John Elwood, manager of KPO, NBC outlet in San Francisco. The two-day meeting concluded with a dinner at the Waldorf-Astoria with Dr. Angell acting as toastmaster.

Lucy Heads CBS Affiliates Group

Board Votes Action Against Mutual Rebroadcast Plan

C. T. LUCY, general manager of WRVA, CBS Richmond affiliate, was elected chairman of the CBS Affiliates Advisory Board at their fall meeting in New York Sept. 15 and 16. Mr. Lucy was unable to attend and Arthur B. Church, president of the Midland Broadcasting Co., served as temporary chairman. Mr. Lucy has been general manager of WRVA since the 50,000 watt station was established in 1925, and has also served with NAB.

Mr. Lucy

Discourage Practice

Members unanimously passed a resolution against "the proposal for transcribed rebroadcasting of programs originally broadcast over one network, by another network"—a direct action against Mutual's Daytime Playhouse Plan [BROADCASTING, Aug. 30]. Opposition was voiced by the three other major networks soon after details of the plan were revealed, the complaints claiming the proposal is detrimental to network radio as well as to nighttime radio [BROADCASTING, Sept. 6].

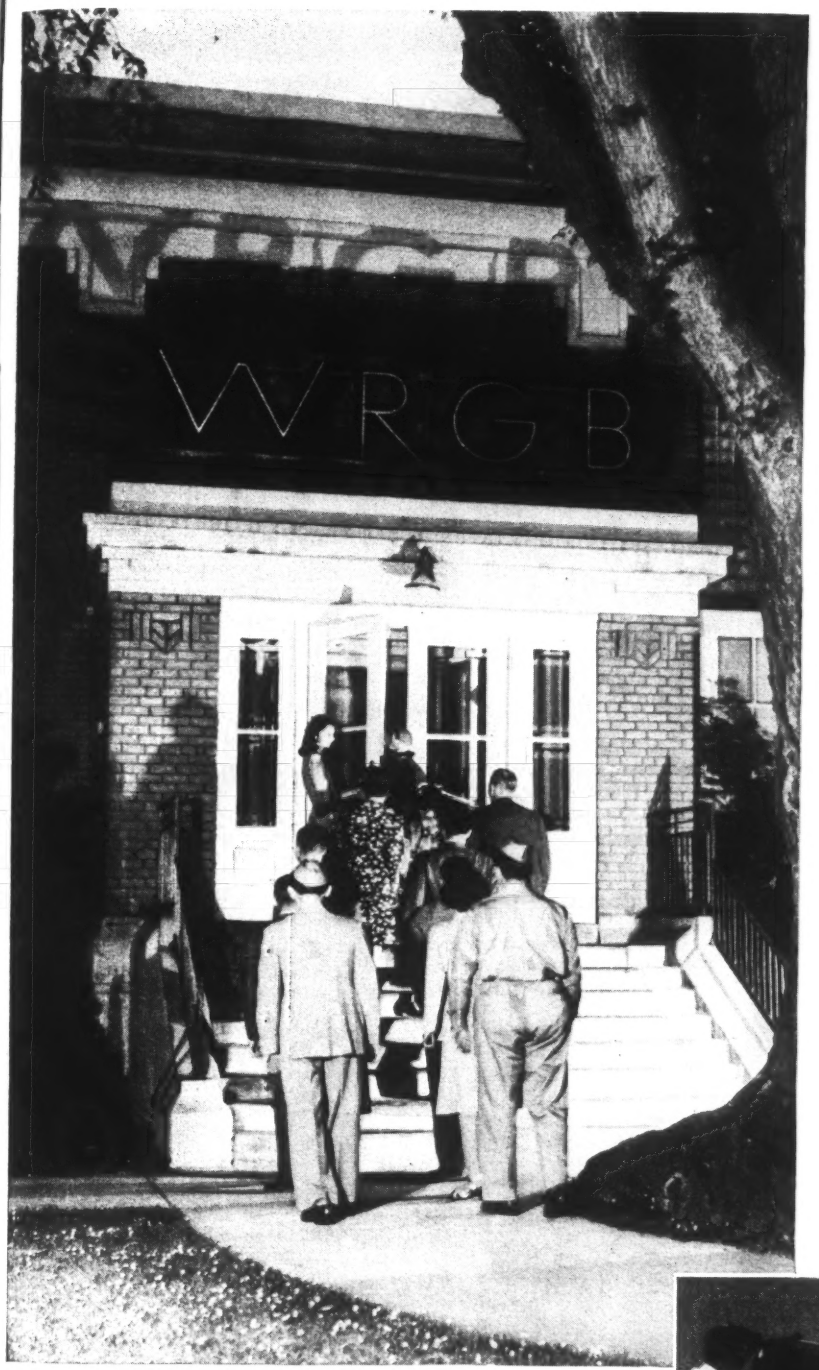
The resolution reads:

Resolved that, in view of the wastage of radio facilities which would result from the indiscriminate duplication of radio programs in the same areas, the proposal for transcribed rebroadcasting of programs originally broadcast over one network by another network is contrary to the public interest, and the members of the Columbia Affiliates Advisory Board hereby request Columbia to take all possible steps to discourage any such practice."

Triple-Threat Plan

Board also discussed "Triple Threat" booklet the network sent out to affiliates, advertisers and agencies, recommending the elimination by Oct. 1, 1944, of all hitchhike and cow-catcher announcements, as detrimental to commercial radio. The group passed a resolution limiting station break announcements to service announcements with non-competitive sponsorship and cushioned by intervals preceding and following station breaks.

Members attending were: Franklin Doolittle, WDRC Hartford; John M. Rivers, WCSC Charleston, S. C.; Hoyt B. Wooten, WREC Memphis; C. W. Myers, KOIN Portland, Ore.; I. R. Lounsberry, WKBW Buffalo; Arthur B. Church, KMBC Kansas City, Mo.; Leo J. Fitzpatrick, WJR Detroit.



AN AWARD AND A PROMISE

WRGB has received the Award of the American Television Society for the "greatest contribution to television program development of the year." In recognition of this award, station WRGB makes this promise—to rededicate itself to experimentation which will advance the art of television programming and studio techniques.

▲ Television station WRGB is a popular place with Schenectadians and visitors to the city, as well as the source of entertainment for television set owners of the area. Programs were televised by G.E. as early as '28 on station WGY, but came into their own when WRGB began operation late in 1939. In the new studio, opened in mid-1941, programs are now run 8 to 10 hours a week, Mondays, Thursdays, and Fridays.

One of the many fine programs televised by WRGB was "The Rivals," starring students of Russell Sage College. Continually experimenting and developing new techniques, General Electric's television station has put on numerous other types of programs, such as concerts, sports events, movies, and public service productions. ▶

WRGB

the television station

GENERAL ELECTRIC

WGY-153

SCHENECTADY, N. Y.

College Radio Courses Need Revision

More Background Work And Less Technical Training Needed

By CLARENCE L. MENSER
Vice-president in Charge of Programs, NBC

RECENT discussions in BROADCASTING concerning the contributions the colleges are making through courses in radio, have been very interesting. It seems to me, however, that Prof. Raymond W. Tyson of Pennsylvania State College in his defense of the colleges has missed much of the real point. No one in the industry should say that the colleges have not made a worthwhile contribution.

Mr. Menser

Prof. Tyson is pretty general in his statements, but the subject he is treating is one in which it is difficult to be specific. No one can indicate in measurable units just what anybody's contribution to the radio industry is likely to be.

It seems, however, that the college courses in radio are very busy doing things they shouldn't attempt, while neglecting some of the obvious things which they are eminently qualified to do. A parallel might be drawn from the field of medicine. We wouldn't think very highly of a college which set up courses in medicine designed to give its freshman students a sharp knife and an adjustable saw with which they could start in cutting muscles and sawing off legs.

Preparatory Work

Every reputable college which wants to make a contribution to the field of medicine offers premedical courses. These courses are built on a theory that every good doctor should have a background of general information about the human body, about chemistry and a lot of other things that are basic to his use of various techniques which he learns elsewhere.

Colleges which want to do courses in radio should take a page from this book. They should quit trying to teach the professional techniques, which they are not equipped to teach either in personnel or equipment. Instead, they should spend the time on things they are prepared to do well. For example, for potential writers in radio, college courses can do a tremendous service by teaching things which can be taught about the business of writing.

Two phases are especially important. One is actual writing and the other is a study which will give a background for that writing. Much can be taught about the use of words. The average writer who comes to us for a job has apparently never learned very much about the expert use of words in picturesque speech. Yet words are the things upon which he is to base his career.

Likewise he doesn't know very much about writing for character types. And in thousands of cases he has never learned to stimulate his imagination and then apply it to his writing either in the type of people he creates or the type of situation he plots.

A radio writing course could give a lot of study to dramatic structure and to plot and story lines. Certainly it should involve a critical analysis of popular radio shows, both as to their structure and as to their audience acceptance or rating. A fundamental writing course should give training in adaptation of various literary works, with particular emphasis on the problems of translating extremely visual scenes into an acceptable form for radio.

Background Important

The actor in a college course could be given tremendously important background material. The average actor has very little conception of what kind of an instrument his voice really is. Thousands of actors who come to us for auditions are handicapped by the fact that they play upon their voices exactly like a fiddle player who saws away on a single string.

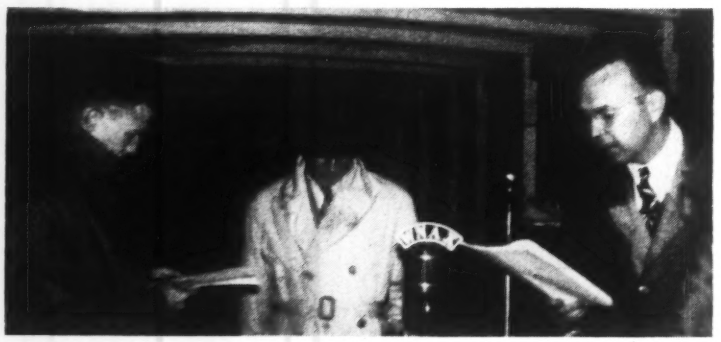
The fact that the human voice is capable of great flexibility and that this flexibility, as to color and quality and all the other aspects, is tremendously important in the overall effectiveness of the broadcast is given too little emphasis. The same thing applies to diction and to study of characterization and other basic elements in the actor's art. In these fields much can be taught. And a college course is a proper place for it.

For the producer, the study should not begin with producing programs. It should begin with background training. This training should involve study of the literature of music and drama. It should involve an analysis and study of successful programs on the air. It should include musical training in order to develop an ear for sound. In this connection, it is amazing how many producers are inclined to direct with their eyes instead of with their ears.

In many cases, this is because they simply have had no basic training to educate their ears to voices and to music. Even a study of scene design is a proper part of the radio producer's background.

Needs Background

Many other items might be mentioned. They all point to the fact that the average applicant for a programming job in a major station or major network is woefully lacking in a sound substantial background of the things on which he should base his professional career. In the early days of radio this was perhaps unavoidable. It isn't avoidable any longer. Colleges start talking about teaching things which they are qualified to teach and which the professional radio industry isn't much interested in teaching. And by the same reasoning, the colleges should leave to professional radio—or at least to professional radio schools—the perfection of those techniques which, when applied to the proper background, make for an expertness which would be a real contribution to the radio industry.



FAST THINKING by Shep Chartoc, WNAX director, when the skies opened up on the *Spirit of '43* broadcast from Yankton, S. D., at dedication of WNAX's new 927-foot tower, produced the moving van-studio. The drenched actors (l to r), Chuck Worcester, CBS farm director, Fred Howard, the D. Pemberton Toohey of *Ma Perkins*, and Art Smith, WNAX, program director, with Chartoc, Al Chance, producer, and Mrs. Flo Warner, CBS educational director, far back in the van, took refuge here when the alert Chartoc hired the truck and drove to the rescue.

Wall Paper Test

UNITED Wall Paper Factories, Chicago, (cedar closet wall paper and ready pasted wall paper) on Sept. 6 started a test campaign of station breaks and participations five times weekly in four markets on WCCP WHO WGY KGO. Agency is MacFarland, Aveyard & Co. Chicago.

CHOCOLATE DRIVE DEFIES SHORTAGE

ROCKWOOD & CO., Brooklyn, will enter its annual seasonal campaign for Chocolate Bits in October, with one of the largest spot schedules in its history, despite limited supplies.

Intent on reinforcing its brand in anticipation of the post-war period, Rockwood is running institutional commercials—not a usual practice for a spot advertiser. To avoid disappointing purchasers, announcements explain that while Chocolate Bits may not always be available, each dealer will get some from time to time.

Home economics programs have produced best results for Rockwood, and this year's schedule consists of three to five weekly participations on this type of program on 19 stations in selected markets from coast to coast, with the possibility of adding others. Drive starts Oct. 4 on WOR WSBR WBZ WNAC WGN WJR WFBM KSTP KDKA WJAR WTAQ KMOX KOIL KIRO KNX KQW KYW WSAI WBEN and will continue through May of next year. Schedule is similar to the 1941-Pre-Pearl Harbor line-up of 19 stations. Last year only 12 stations were used. Agency is Federal Adv., New York.

Dr. Pepper to Sponsor Sunday Blue Program

DR. PEPPER BOTTLING Co., Dallas, which has used radio for many years, is entering network radio this fall with a Sunday half-hour program on 114 BLUE stations, starting Oct. 3, 4-4:30 p.m. According to Tracy-Locke-Dawson, Dallas, the agency, time has definitely been purchased but the company does not yet wish to announce the format.

The show will feature Al Pearce. Dr. Pepper now uses announcements on about 144 stations throughout the country, but it is not known whether this spot schedule will be continued.

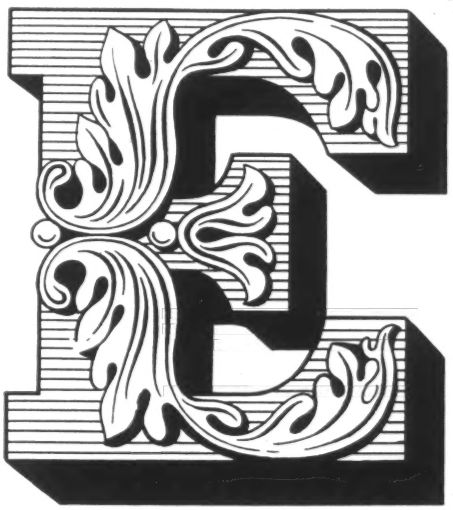
Beaumont-Grove Spots

BEAUMONT Labs., St. Louis, a subsidiary of Grove Labs., through Donahue & Coe, New York, will start its annual campaign for Four-Way Cold Tablets, Oct. 4. Schedule is expected to comprise about 200 stations, as compared to 75 last year. Firm will use locally built programs, concentrating on news. The agency has lined up a similar spot campaign on about 100 stations for Grove Labs., in behalf of Grove Vitamins. Agency handles advertising for this product in the East and South. Campaign starts Sept. 15.

Shell in Minnesota

SHELL OIL Co., New York, as in past seasons, is sponsoring quarter-hour periods preceding and following U of Minnesota games on KSTP St. Paul, and the Minnesota Network. First program gives "dope" on the teams and players of the day's game, and the second program covers highlights of the game and scores of other gridiron events. Agency is J. Walter Thompson Co., New York.

ONE · TWO · THREE · FOUR · FIVE · SIX · SEVEN



THE Eighth DOLLAR

...is it working effectively for you?

Perhaps you haven't thought about the *eighth* dollar of your radio budget. Or about the sixteenth and the eightieth and eight-hundredth.

These are the dollars (and *every* eighth dollar of your appropriation) that should be at work for you in America's greatest market . . . where ⅛ (12.3%) of the nation's retail purchases are made . . . Metropolitan New York. They *should* be bringing your sales-message to people who pour six-billion dollars a year into the tills of retail merchants.

If one-eighth of your radio money is *not* working for you in New York . . . if you are *under-spending* in this vital market . . . chances are you're *under-selling* here as well. And that means you *need WOV*.

WOV, with its array of hit programs, with its complete coverage of this entire market, with its *lowest-cost-per-listener of any New York independent*, can turn your *extra* dollars into *extra* sales and bring you your full share of this greatest market of them all. *No other Metropolitan station can make those eighth dollars do so much!*

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L REP.

WOV
NEW YORK

FOR VICTORY

XUM

Where "E" means more

To some, the letter "E" is merely the fifth letter of the alphabet. To Detroiters and Clevelanders, it has more significant meaning. To them, "E" is the symbol of *excellence* so many of them wear so proudly for their records in war production. It is significant, as well, of the $420.88 average per family invested in "E" War Bonds . . . an accomplishment which sets a high mark for the entire nation. It indicates their determination to help *end* the war as soon as possible. We think, too, that it might well stand for the *ease* with which WJR and WGAR blanket two of America's greatest markets . . . *in war or in peace.*

KMPC, Beverly Hills, Calif.
Under same management

BASIC STATIONS...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, Pres. . . . Edward Petry & Co., Inc., Nat'l Repr.

BACK THE ATTACK . . . WITH WAR BONDS

XUM

re than Excellence

XUM

National War Fund Tops OWI Campaigns for Week of Oct. 11

Other Subjects are Listed in Preview of War Messages to Be Aired by Broadcasters

TOPPING the war message schedule for the week beginning Oct. 11 are campaigns for "National War Fund" and "Stick to Your War Job." Both subjects are covered in recordings sent by OWI to affiliated and independent stations in both the "KW" and "OI" station groups. Other subjects to be covered during the week of Oct. 11 are indicated in the accompanying table, which will show any station operator what war messages his station is scheduled to receive for broadcast during that week.

Although not designated for sponsorship, and therefore not permitted to be sold, the announcements on "Better Breakfasts and Lunches" would seem to be popular material for certain groups of sponsors who will probably be interested in giving time for these spots during the course of their programs. The government is interested in promotion of better nutrition for children, war plant workers and all who may be lacking an adequate diet. Local food concerns may wish to tie in.

War Fund; War Jobs

"National War Fund" is the cooperative effort of 17 national relief and service organizations, combined with thousands of local community relief groups, to raise funds for their activities. The drive begins Monday, Oct. 4, for a goal of $125,000,000, to be raised by Nov. 20. This is the national wartime version of the Community Chest campaigns. Unlike most OWI messages, the NWF announcements will be live messages supplied by local Fund leaders.

"Stick to Your War Job" is a campaign designed to curb the alarming and undesirable turnover among workers in war plants. They must be told how important it is that the flow of supplies to the men at the fronts be continued without any slowing down or interruptions. Stations in war production centers may find opportunities for specially effective use of these messages.

"Better Breakfasts and Lunches" is a phase of the nutrition drive. The announcements, for independent stations in all groups, urge listeners to supplement breakfast meals with cereals, eggs and fruit, and to add plenty of green and yellow vegetables, fruit and milk to their lunches.

Scheduled on the networks are announcements in behalf of WAC recruiting and Red Cross Nursing Classes, as well as the announcements for the National War Fund. OWI states that the WAC enlistment rate must be tripled in order to fill the 200,000 specialized Army jobs now open to women. Opportunities for service will be extended to 20-year-old girls and women between 45 and 50.

Red Cross Classes

To prepare for the coming year when hospital facilities and the medical profession will be even more overtaxed than now, the American Red Cross has organized a drive to enroll women in classes for home nurses and for those who can serve as nurses aides in hospitals and clinics. The announcements will explain that there are courses for those who can spare 10 hours per week, with actual practice in military and civilian hospitals; and a two-hour course for those who wish to be prepared when illness strikes at home.

"Hold Prices Down" is a campaign to be carried on the networks the week of Oct. 11, via the Special Assignment Plan [BROADCASTING, Sept. 13], and with live announcements on the National Spot Plan. Listeners will be told of the Government's seven-point program to hold prices in line, and will be urged to use that line for a springboard as they join the fight against inflation.

For better timing of transcribed war messages for the week of Oct. 11, station program managers are urged to consult OWI's Schedule No. 77. This lists subjects assigned under the Network Allocation Plan and the National Spot Plan, thereby avoiding conflicts and duplications of subject at too frequent intervals.

Quaker Oats Spots

QUAKER OATS Co., Chicago, beginning Sept. 20 will sponsor a campaign of one-minute transcribed announcements daily on 60 stations; contract is for 13 weeks. Agency is Ruthrauff & Ryan Chicago.

Batteries Wear Out

RADIO batteries being difficult to obtain, one determined rural listener of KSTP Minneapolis-St. Paul takes the batteries from her telephone and uses them on her radio. The system works fine but the telephone company is beginning to wonder why her phone batteries wear out so rapidly.

OVERSEAS RADIO BUREAU REVAMPED

LOU COWAN, formerly head of the radio outpost division of the Radio Program Bureau of the OWI's Overseas Branch, has been named chief of the Bureau, in a reorganization of that unit. Joseph Barnes, deputy director of Atlantic operations, has been acting head of the Bureau since resignation last July of John Housman, now with Paramount pictures.

New head of the radio outpost division is Al Hollander, former assistant chief in the program division. Mr. Hollander also serves as assistant deputy director of Atlantic operations. The program division is now headed by Lawrence J. Blochman, formerly in broadcast control. Werner Michel has been named head of the broadcasting division, formerly known as the production division. The fourth unit of the Bureau, the script analysis division, has been placed under the direction of Leonard Carleton, who previously headed the program division.

Purpose of the reorganization is to chart the administrative setup of the organization on paper, it was explained by William H. Webber, special assistant to the Director of Overseas Operations. No change in policy is involved, he said.

The script analysis division constitutes the only new addition to the organization. It establishes a radio critic in the Bureau to obtain audience point of view and to determine the effectiveness of programs—a function long needed, according to Mr. Webber.

Godwin Renewed

EARL GODWIN'S news program has been renewed by Ford Motor Co., for another 13-week period beginning Oct. 9 and running to Jan. 8, 1944. Maxon Inc., Detroit, is agency.

OWI PACKET, WEEK OCT. 11

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 11. Sell the spots officially designated for sponsorship (none this week). Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
National War Fund*	X	X	X	X	X		
Join the WAC	X						X
Red Cross Nursing Classes	X						
Stick to Your War Job		X	X	X	X		
Better Breakfasts and Lunches			X		X		
Hold Prices Down						X	

*These station announcements will not be recorded but will be supplied live to each station by local representatives of the National War Fund.
See OWI Schedule of War Messages No. 77 for programs and war messages under National Spot and Network Allocation Plans.

Radio Cooperation Is Lauded by OWI

Station Relations Head Praises Voluntary Control Centers

EXCELLENT cooperation of the broadcasting industry in setting up voluntary control centers to facilitate clearance of government programs with OWI regional offices was reported last week by John W. Hymes, Radio Bureau station relations chief.

Prior to leaving for a tour of Denver, San Francisco and Los Angeles, which will wind up a series of meetings with the 12 station relations regional offices, Mr. Hymes stated that the control plan is now in operation and gives every promise of working smoothly.

He asserted that the regional consultants to OWI have been especially helpful in presenting the plan in cities where the centers operate. The willingness of stations to join in setting up the centers and paying the expenses is a recognition of the importance of the program, he said.

Stations Clear Programs

The voluntary centers, he explained, are performing the liaison work of field offices disbanded by OWI when its funds were reduced by Congress [BROADCASTING, July 26]. Stations clear government programs through the centers which in turn clear with the OWI regional station relations office in the territory.

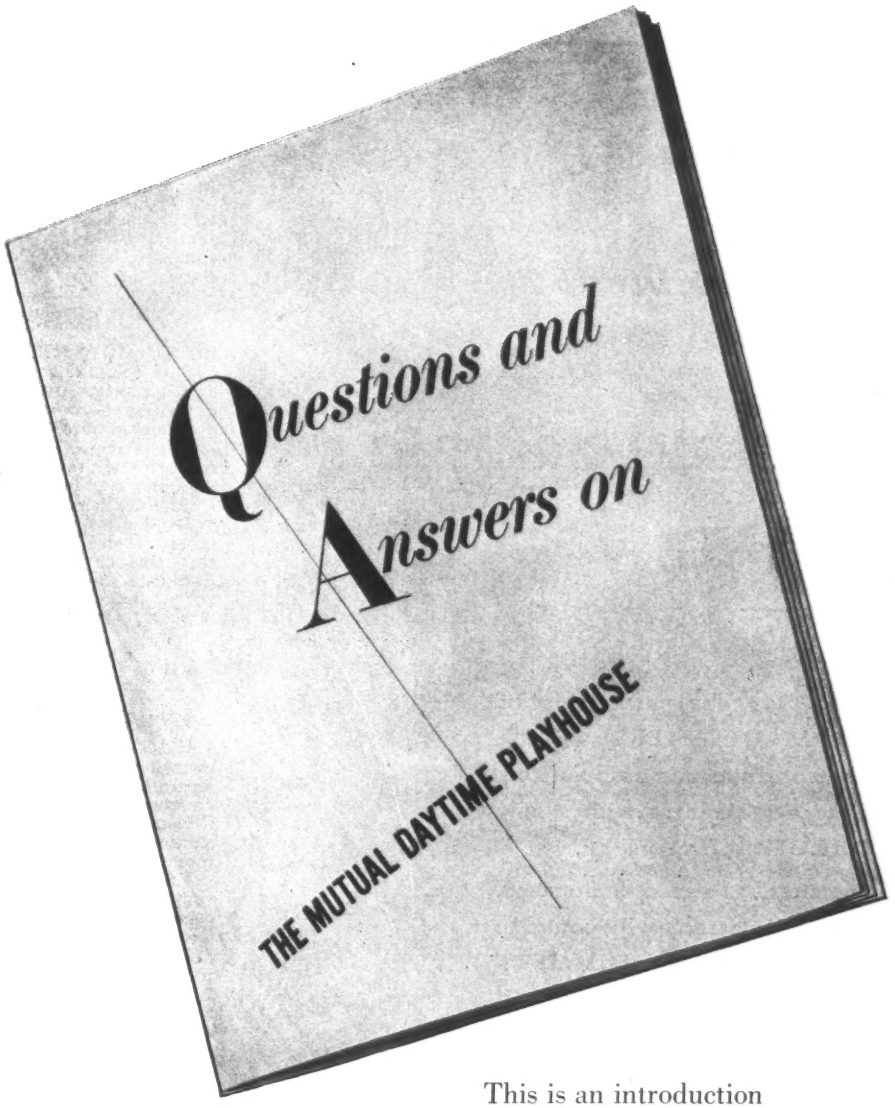
Recently, visits were made to New England cities by Hal Fellows, general manager of WEEI, who is the Boston OWI regional consultant, and Walter A. Hackett, OWI regional chief, to explain the plan for the voluntary centers. They reported complete acceptance of the plan in the following centers in which station representatives were selected as follows: Worcester, Mass., Dave Harris, WTAG; Springfield, Mass., Wayne Latham, WSPR; Hartford, Conn., Paul Lucas, WTIC.

Another group of centers was set up in New York state as the result of visits made by Herb Pettey, managing director for WHN, who is regional consultant for New York, and Harry Levin, OWI regional chief. The new centers and the representatives chosen are: Rochester, Charles Siverson, WHAM; Syracuse, Robert Soule, WFBL; Buffalo, Edgar Twamley, WBEN.

Mr. Hymes plans to meet with OWI regional chiefs, consultants, local stations and advertising agencies on his tour of the West. Upon his return, he expects to have the full list of voluntary centers, embracing about 30 cities.

E. R. BORROFF, manager of WENR Chicago and vice-president in charge of BLUE network midwest operations, has been appointed consultant for the OWI regional office in Chicago.

XUM



This is an introduction
to something new in network radio.
It is a plan designed for the four-way benefit
of listeners, advertisers, the nation's
war effort, and the broadcasting industry as a whole.
This booklet explains how
these benefits can be realized, and provides
details on the operation of the plan.

Have you received your copy?

THE MUTUAL BROADCASTING SYSTEM

An Announcement about

Dancer-Fitzgerald-Sample

ADVERTISING

On December 31, 1943, the partnership of BLACKETT-SAMPLE-HUMMERT will be dissolved. We will continue our associations in the advertising agency business with a new firm—DANCER-FITZGERALD-SAMPLE.

As Mr. Frank Hummert has already announced, he and his wife, Anne Hummert, will continue to produce their radio shows as HUMMERT RADIO PRODUCTIONS. These services will continue to be available to the clients of DANCER-FITZGERALD-SAMPLE.

Dancer-Fitzgerald-Sample

247 PARK AVENUE
NEW YORK

221 NORTH LA SALLE STREET
CHICAGO

Westinghouse Changes

GWILYM PRICE, president of Peoples-Pittsburgh Trust Co., Pittsburgh, has been elected a vice-president of Westinghouse Electric Mfg. Co. He assumed his duties Sept. 15. Westinghouse in New New York has made a number of changes in the managing personnel of district offices. David M. Salesbury transfers from the North Pacific district to New York, while W. M. Jewell, acting manager at Detroit, and San Francisco manager, has been shifted to Seattle. John H. Fisher, New York general manager, becomes Middle Atlantic district manager.

8-In-1 Spots

FORD HOPKINS Co., Chicago (8-in-1 cold tablets), starting Oct. 5 will sponsor two live shows and time signal announcements on an undisclosed number of stations. One of the shows, *Radio Gossip Club*, featuring Eddie and Fanny Cavanaugh will be heard Tuesdays, Thursdays and Saturdays on WMAQ, Chicago, 12:45-1 p.m.; the other, *Names Behind the News*, on the same days of the week, 5:25-5:30 p.m. Both shows will run 26 weeks, and the time signal announcements at seven a week for 24 weeks. Agency is H. W. Kastor & Sons, Chicago.

Pulpwood Opportunity

WHILE over 1,000 newspapers are carrying advertisements placed by local paper mills in the nation wide campaign of the War Activities Committee of the Pulpwood Consuming Industries, there is little indication that radio stations are taking advantage of the opportunity to sell time to the mills, a committee spokesman said last week. Committee is engaged in a drive to increase pulpwood by urging farmers to cut wood in their farm lots. Additional workers in the pulpwood industry are also sought.

Best Foods Expanding

BEST FOODS Inc., New York, currently experiencing the greatest sales year in its history, will further expand through six major advertising media, including radio, according to Albert Brown, advertising and merchandising director. Radio is confined to programs on WOR and WEVD New York, the *Moylan Sisters* weekly quarter on the BLUE on behalf of Force cereal having been discontinued early in August.

Extends Campaign

TAYLOR REED Corp., Mamaroneck, N. Y., will extend its fall newspaper advertising campaign in behalf of Jumbo pudding, and Cocoa Marsh milk booster, and is expected to use radio after the first of the year for these products. Firm introduced Jumbo pudding via radio in 1941. Agency is Tracy, Kent & Co., New York.

IN A RIFT with Fanny Brice over air credit, Phil Rapp, writer-director of the NBC *Maxwell House Coffee Time*, resigned following the Sept. 9 broadcast. Al Kaye, West Coast radio director of Benton & Bowles, has taken over production.

EXTRA!

WJZ's A.M. RATING IS 2½ TIMES HIGHER OUTSIDE NEW YORK

Crossley "Multiple Market" Survey of 68,226 Homes Shows WJZ Has Larger Audience in Outside Area of 8,100,000 People . . . Morning, Afternoon and Night.

Crossley made the survey during the last two weeks in May . . . 68,226 coincidental telephone calls in Metropolitan New York, Philadelphia, and eight key cities of 75,000 population or over outside of Metropolitan New York, but within WJZ's half-millivolt line. These eight cities are representative of this vast Outside Area where 8,100,000 people live.

Crossley's findings have made it possible to establish a factor between a station's New York rating and its rating in this prosperous Outside Area. WJZ's factor during the morning periods is 2½ . . . in other words, its rating Outside is just that much greater than its New York rating. So, on WJZ, a 2.0 rating in New York means a 5.0 Outside — a 5.0 means a 12.5 and so on.

Get the Facts on All Four New York Network Stations for Yourself

Get the facts on the survey and the facts on each station's factor between Inside and Outside listening for the morning, afternoon and evening. Write for a copy of this new Crossley Multiple Market Survey, *plus* an analysis of why and how it has revolutionized New York radio time buying.

CALL OR WRITE WJZ, NEW YORK CITY, TODAY

The Blue's Key Station in the

WJZ
NEW YORK
50,000 WATTS • 770 K.C.

Great New York Multiple Market

McGregor Locals

McGREGOR SPORTSWEAR Co., wholesale manufacturer of men's sportswear, last week released a series of transcribed one-minute announcements for local placement by McGregor dealers. To date, a total of 400 have requested the discs. Announcements combine a straight commercial by Gil Mack, announcer, as "Sandy McGregor", and a 45-second dialogue between two men. Firm has not used radio before, according to Hirshon-Garfield Inc., New York, agency in charge.

RETURNING to the air for its fifth season, *Chicago Theatre of the Air* will present 20 operettas and 10 operas on Mutual between Oct. 9 and the end of April, 1944.

White Wins Fellowship

SOLE RADIO representative among 11 American newsmen named as recipients of the Nieman Fellowships for a year's study of postwar problems at Harvard U, is Leigh White, CBS Washington correspondent. Mr. White will be on leave for the duration of his studies, and will vacation in Mexico before going to Harvard. He was wounded while in Greece for CBS. Replacing White in the network's Washington office is Don Pryor, now in the CBS newsroom in New York, it was announced by Paul White, CBS director of news broadcasts.

FULTON LEWIS jr., Mutual's Washington commentator, will make his 1,500th broadcast on MBS Oct. 1.

NAB Group Urges New Radio Laws

5th District Meeting Opposes Petrillo Force Tactics

NEW RADIO legislation held the spotlight at the NAB Fifth District meeting at Atlanta, Sept. 11. The Legislative Committee was urged to secure passage of measures "best for the public and all interests of the industry" in a resolution adopted by the group. Discussion of the Supreme Court Decision, the White-Wheeler Bill and the Holmes Bill consumed the entire morning.

The group adopted a resolution pressing the NAB board of directors and headquarters staff to oppose vigorously Petrillo's efforts to persecute and exact tribute from the radio industry. Heartily endorsed was John Outler's presentation of the latest developments in the Retail Promotion Committee plan.

Lew Gordon, director of public relations for the Citizens' and Southern Bank, Atlanta, was the luncheon speaker, complimenting radio's support of the Third War Loan drive. Industry problems in manpower and materials were discussed and reports given from NAB headquarters. Jim Woodruff Jr., Columbus, Georgia, director of Fifth District, presided, and NAB was represented by Willard D. Egolf, assistant to the president.

Members of the Fifth District appointed to the Legislative Committee were: Harry Ayers, Anniston, Ala.; Henry Johnston, Birmingham; Leonard Reinsch, Atlanta; Walter Tison, Tampa.

Registration

Registration for the Sept. Fifth District meeting was as follows: Jimmy Davenport, Dan Hornsby, C. B. Hicks, WATL Atlanta; John Fulton, Frank Gaither, Ben Akerman, G. B. Adair, Mrs. Elizabeth McCarthy, Dorothy Kirby, WGST Atlanta; Leonard Reinsch, John Outler, Alwilda Lindsley, Beth Barnes, Mary Caldwell, Mary Ben Erwin, WSB Atlanta; Jim Woodruff Jr., Bill Massie of WRBL Columbus; Harben Daniel, WSAV Savannah; Jim LeGate, Harry Cummings, WIOD Miami; Fred Borton, Fred Mizer, WQAM Miami; Alex Campbell, WKAT Miami; K. G. Marshall, WBRC Birmingham; Thad Holt, WAPI Birmingham; Ed Norton, WAPI WMBR WFOY; Frank King, WMBR WFOY; Walter Tison, WFLA Tampa; L. S. Mitchell, WDAE Tampa; Marion Hyatt, WJHO Opelika, Ala.; Charlie Smithgall, Julian Flint, Ewald Cockritz, WAGA, Atlanta; H. Wimpy, WPAX Thomasville, Ga.; Charlie Pittman, Carl Williams, Al Lowe, WBML Macon; Red Cross, Wilton Cobb, WMAZ Macon; Jack Williams, WAYS Waycross, Ga.; Roger Van Duzer, WALB Albany, Ga.; Happy Quarles, Pinky Talley, WRGA Rome, Ga.; W. G. McBride, WDBO Orlando; Aline Willis, Willett Kempton, Atlanta OWI; Willard Egolf, Washington NAB; W. F. Danenbarger, Stanley Whitaker, Atlanta UP; Maurice Coleman Atlanta Agency; Easton Woolley, New York NBC.

War Cost

WOL Washington, D. C., broadcasts every hour on the hour the cost of the war for the day up to the time of each announcement. Report is based on recent information released from the Treasury Department that the cost of the war at present has risen to $10,000,000 an hour.

JUDSON WOODS, GENERAL MANAGER

KOIL

HUGH FELTIS, STATION MANAGER

BASIC
COLUMBIA BROADCASTING SYSTEM
5,000 WATTS 1290 KILOCYCLES
OMAHA, 2, NEBRASKA

August 23, 1943

Mr. Basil A. Caparell
Sales Manager
International News Service
New York, N. Y.

Dear Mr. Caparell:

Four months in station KOIL have convinced me that INS is tops in news coverage, foreign, domestic and local, as well as in cooperation along the lines that make newscasts and special programs click.

Some find special events programs have been built around INS wire stories such as "A-and-A" divisionals out of Washington on rationing, manpower and similar subjects. A recent exclusive INS feature from "Somewhere in New Guinea", about one Hunk Elsasser coming home to marry an Omaha girl enabled us to get the girl to the studios and interview her on a special program.

In addition to being on top of all news developments, Mr. Trimble, KOIL news director, reports INS wire copy written with good color and especially adaptable to good newscasts.

Dick Randolph, INS managing editor, keeps our news department supplied with a continuous flow of top Iowa and Nebraska stories from correspondents and from the Des Moines bureau, as well as covering the local front to our complete satisfaction.

Just thought you'd like a frank comment about your service.

Sincerely yours,

Hugh Feltis
General Manager

HMF:hrc

Thank you, Mr. Feltis

INS

XUM

In the works

A New, National Advertising Campaign to create larger audiences for Blue Network Programs

Advertisers using The BLUE know from experience that The BLUE, for the past three years, has been doing the "head-and-shoulders" job of building audiences for BLUE programs.

This has been accomplished through our "Audience Building Kits"—and the wholehearted cooperation of our stations from coast to coast.

IN THE WORKS NOW—is a new, national advertising campaign to be conducted by The Blue Network and its affiliated stations—to build still larger audiences.

We've been working on plans for the past year or so: we've developed many "blaze-the-trail" ideas; and with more and more good new programs starting on The BLUE—we've got much more to offer the radio homes of America than ever before.

AND WE ARE GOING TO CALL THEIR ATTENTION TO ALL OUR PROGRAMS — to build more audiences and better ratings for our advertisers—to continue to make The BLUE A CONSTANTLY BETTER BUY FOR OUR ADVERTISERS.

Watch for the full story of The BLUE's new Audience Campaign.

The Blue Network

A RADIO CORPORATION OF AMERICA SERVICE

Milk Rationing, Subsidy Planned, Asserts Bowles

ACUTE PROBLEMS in milk production are leading OPA to plan measures for milk rationing and subsidy payments to maintain output and hold prices in line, Chester Bowles, OPA general manager, said last week.

A new OPA program to cut another 23% from the cost of living through reductions in prices of apples, oranges, onions, potatoes, lard, vegetable oils, and peanut butter is planned he said.

A new, cooperative program for price compliance is in preparation.

A release issued last week directed attention to the amendment of 250 OPA price regulations changing grade marking and standard requirements to conform with the Taft Amendment to the Price Control Act. This was passed by Congress to block unauthorized attempts to institute a system of grade labeling. The report points out where OPA has relied on established trade practices to fix price-controlled products.

OFFICE GAG greeted F. Van Konynenberg, "Bald Bull of the Blue Room" of WTCN Minneapolis-St. Paul on the second anniversary of his appointment as salesmanager of the station. Dolls, suckers, facsimile contracts and hanging sign added to the fun. Van shows Miss Judy Brydon, traffic manager, part of the exhibit the staff prepared.

New AFRA Pacts

AFRA announces signing of a new contract at WOL Washington and renewal contracts at WEEI Boston and WKAT Miami. The WKAT contract was negotiated for AFRA by Leonard Lyons, former secretary of the Miami local and recently appointed a field representative of the National Union.

Plan to Ask Deferment For Cal. Agency Eligibles

RECOMMENDATION to local draft boards for occupational deferment of advertising agency writers and producers will be made by the California State Selective Service. This announcement was made by Col. Kenneth H. Leitch, state director of CSSS, in a communication to the Hollywood committee representing the broadcasting industry.

Bulletin suggesting that serious consideration be given agency writers and producers will be prepared by CSSS for distribution to local boards. Col. Leitch added that deferment of pre-Pearl Harbor fathers in these categories was assured.

FIRST on the list of "Top 10" daytime and evening programs on the August Pacific Program Ratings report by C. E. Hooper Inc., is *Ellery Queen*, followed by *Kay Kyser* and *One Man's Family*. Others on the list, in order, are *Mr. District Attorney*, *Your Hit Parade*, *Durante-Moore-Cugat*, Richfield Oil News, *Take It Or Leave It*, *Can You Top This?*, Miles Laboratories News.

New CBC Executives

A NUMBER of changes among top ranking executives of the National Program Office of the Canadian Broadcasting Corp., at Toronto, have been announced, following resignations of assistant program supervisor George Taggart and Drama Supervisor Rupert Lucas [BROADCASTING, Aug. 30]. Charles Jennings, Toronto, supervisor of program planning, succeeds to the post of assistant supervisor of programs. Andrew Allan, CBR Vancouver, drama producer, has been moved to Toronto to become CBC drama supervisor, and R. S. Lambert moves from educational broadcast advisor to supervisor of educational broadcasts. Jennings has been with the CBC since its inception, before that being chief announcer at ex-CKGW Toronto. Allan has been with CBR for a number of years. Lambert came from the BBC shortly before the war, having been editor of BBC's publication, *The Listener*.

Canada Seeks Thaw

RESCINDING of the freeze order on power increases will be asked by the Canadian Assn. of Broadcasters at the Sept. 20 meeting of the Canadian Broadcasting Corp. Board of Governors at Ottawa. A CAB delegation will meet with the CBC Board to consider the Parliamentary Committee on Broadcasting's recommendation that Canadian stations be allowed to increase power to the limit of the Havana Treaty before the time limit expires. Canadian independent stations are limited to 1 kw, except those that had more power before the CBC took control November 2, 1936. Many stations with more than the 1 kw limit could go to 50 kw with CBC permission, but CBC policy is to keep all high powered stations within its own organization, such as CBA CBF CBL CBK.

Show for Canadian Drive

PRACTICALLY all Canadian stations will be used on the Fifth Victory Loan *All-Star Variety Show*, an hour network program to run five weeks prior to and during the Victory Loan campaign for $1,200,000,000, the largest ever held in Canada, and the second this year. Seventy-one stations will be used on the English speaking net on Wednesdays 9-10 p.m., starting Oct. 6, and 14 stations on the French language net Sundays, 8-9 p.m. starting Oct. 3. The War Finance Group of the Advertising Agencies of Canada, a pool of all agencies, is placing the account.

Schutter Expands

SCHUTTER CANDY Co., Chicago (Old Nick and Bit O' Honey candy), beginning Sept. 25 will expand its NBC network broadcast of the *Starring Curt Massey* program, heard Saturdays, 5:45-6 p.m., originating out of WMAQ, Chicago, for a total of 79 stations. Agency is Schuvimmer & Scott, Chicago. The program expanded from 19 to 39 stations Sept. 11.

JANE ELLEN MANKIN, former receptionist at the Interior Dep't radio studios, has been assigned as public relations officer for radio for the Marine Corps, Women's Reserve, New York headquarters.

PHIL LALONDE

CKAC • MONTREAL

Says, Montreal likes Szath-Myri!

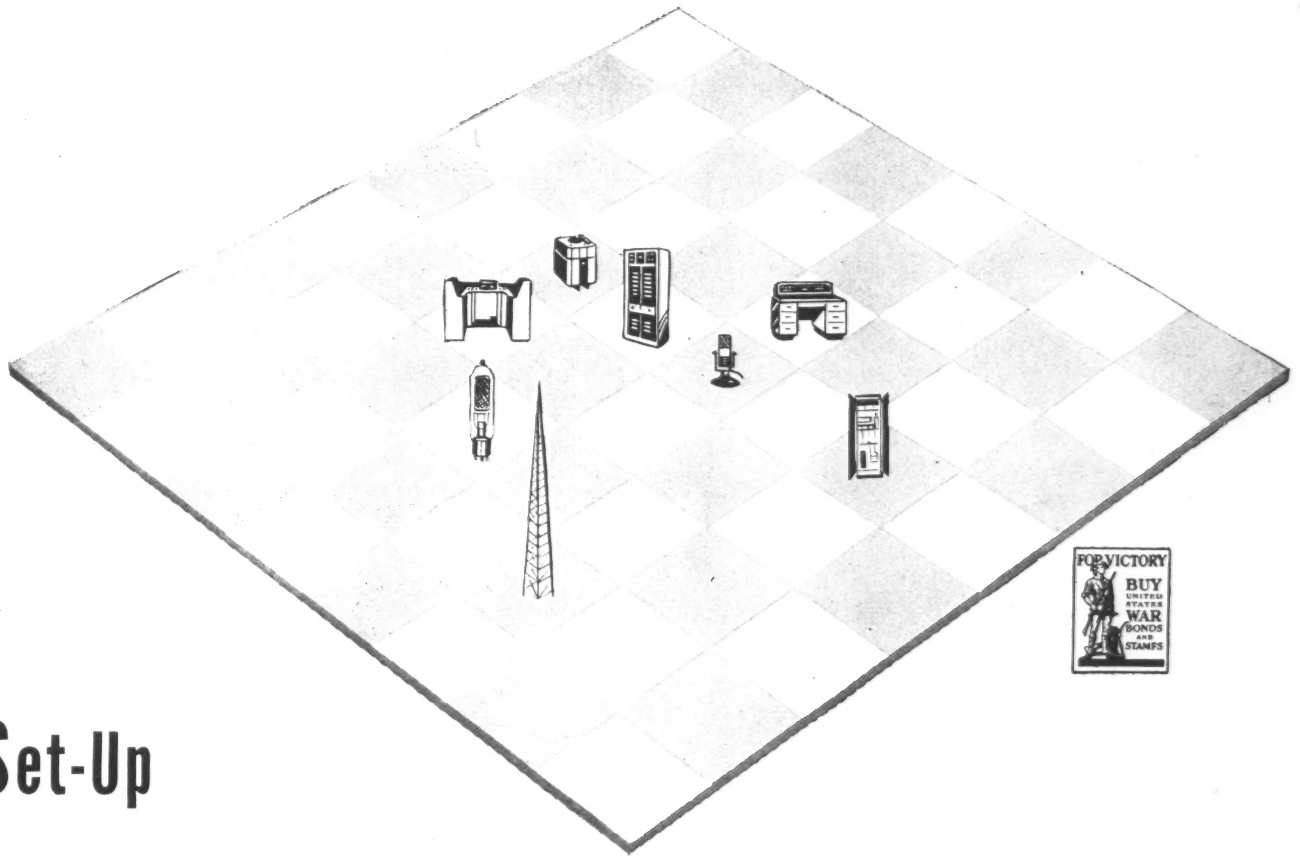
"Beyond a doubt Szath-Myri and his Symphonic Swing Orchestra is one of the most sensational groups we have ever broadcast. His colorful style appeals to all ages and the long list of well chosen selections has been a decided boon to our programming.

Lang-Worth has found a place at CKAC which would be mighty hard to replace. We feel that the splendid work you are doing must contribute greatly in Radio's effort to increase public morale."

Szath-Myri and his Symphonic Swing Orchestra is exclusive to Lang-Worth and forms an integral part of Planned Program Service.

LANG-WORTH, Inc.

420 MADISON AVENUE • NEW YORK, N. Y.



Set-Up

RCA is in a unique position to anticipate and serve broadcast station equipment needs.

Here are some of the reasons why:

RCA makes and sells receivers.

RCA makes and sells tubes.

RCA has a well-qualified engineering department experienced in the design of broadcast equipment.

RCA operates the world's greatest electronic laboratories.

Development of improved broadcast station equipment is facilitated by this set-up.

Results show in RCA service to the industry.

From microphone to antenna, RCA offers the broadcast station *complete* equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and *definitely fixed responsibility. RCA Victor Division, Radio Corporation of America, Camden, N. J.*

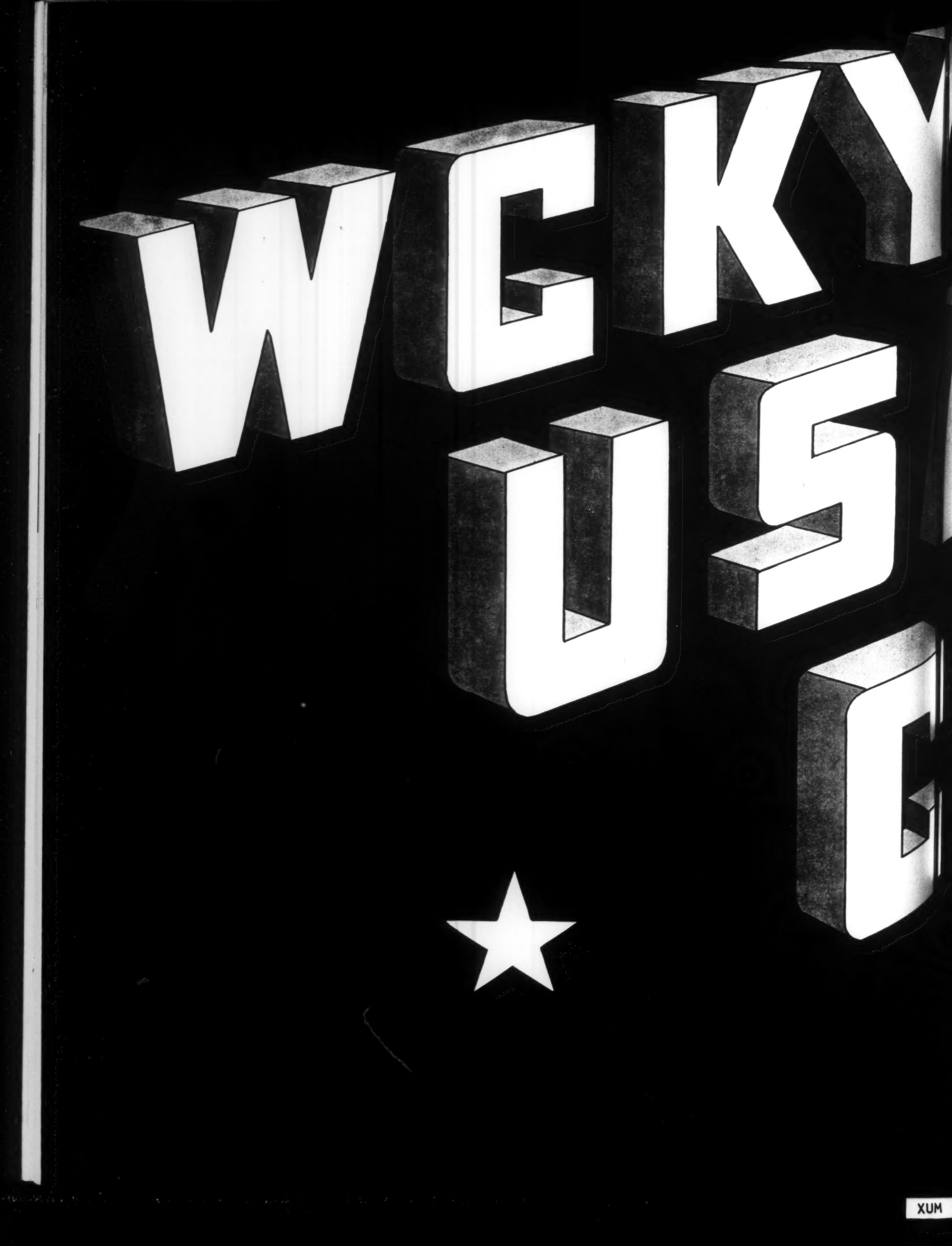
RCA

RCA BROADCAST EQUIPMENT

★ *RCA's line of apparatus includes more of the equipment necessary for the efficient operation of modern broadcasting stations than that of any other manufacturer.*

★ *RCA is the only broadcast equipment supplier manufacturing a complete line of measuring and test equipment.*

XUM


WCKY
USC

A
B S
L B W

Editorial

Issues That Don't Exist

IS THE FCC moving in on control of the "composition of the traffic" over the air?

That, in the language of the Frankfurter opinion of the Supreme Court last May 10, is a function of the FCC. It means, in plain words, control over station programs. The Communications Act says just as plainly that the Commission shall have no censorship power.

Events of the last few days appear to frame the picture on "composition of the traffic". At the initial hearing on the proposed sale of the BLUE Network to Edward J. Noble Sept. 20, practically all of the questions from the bench were on program policies and procedures, and the sale of time for discussion of controversial issues. Matters relating to the qualifications of the proposed new owner, or to finances and physical structure, which is what the hearing is about, were hardly touched upon. Another hearing was scheduled 10 days later.

Chairman Fly at his press conference last Monday—a day before Congress reconvened—discoursed freely on news programs and commentators and discussion of controversial issues. If the industry does not see the light, he said, it will be a matter "for the consideration of the Commission".

Everyone in radio is interested in discussion of both sides of controversial issues. Radio's record has been excellent on that score. But till now we didn't know it was a matter of grave concern at the FCC or that it was any of the Commission's business except in those rare instances where palpable unfairness cropped up, and became a subject of formal complaint. Then the FCC, as we always understood the statute, could take into account the past service of the station on renewal of license, or in revocation proceedings.

The Communications Act specifically precludes the FCC from exercising program censorship. In its narrowest concept, that means the scratching out of particular words or sentences or passages. Censorship takes on a new connotation in wartime. That is a function specifically delegated to a wartime agency—The Office of Censorship.

Then where does the FCC's function begin or end as construed in the light of the Supreme Court opinion and of the Communications Act of 1934? If the terms are not contradictory, they are, to say the least, confusing.

At the BLUE Network hearing CIO, although not a *party* in interest, was allowed to use it as a sounding board, even to the point of cross-examination of witnesses. CIO, its counsel said, wants the *right* to buy time but also wants more good sustaining time. It wants to solicit memberships. The NAB Code, adhered to in principle by the networks, precludes the sale of time to membership organizations who sell ideologies, rather than merchandise. We think it is a sound policy.

The questioning at the BLUE hearing appeared to be slanted toward some requirement, somehow, that would force equal allotment of time, either sustaining or commercial, to all comers whether the listeners want it or not; whether it's good radio or bad. It sounded for all the world like the common carrier concept.

Congress has said also that broadcasting stations are not common carriers. Their rates are not to be fixed or regulated. Congress said "hands off" to the FCC on both censorship and rate regulation.

There is no issue on the matter of balancing time for the discussion of controversial matters. It's being done. We're all against anything that would retard radio's public service mission, just as we're all against sin. But radio, we hear, has done nobly, in spite of all this poppycock about issues that don't exist.

Congress is in session again. Proposed legislation to clear up the record and end the confusion is pending. It isn't a case of personalities or injured feelings. It's simply a question of having Congress, as the duly delegated spokesmen for the electorate, speak on a matter entrusted to it alone.

No's for News

FIVE YEARS of hot, hopping news from all parts of a warring globe culminated a few days ago in the radio surrender of Italy and Gen. Eisenhower's radio announcement of the nation's capitulation. Yet even higher peaks will be attained before radio and the press have finished reporting World War II.

To meet its role, both media are continually developing their technique and preparing to improve their methods in the years ahead. Members of the Associated Press Managing Editors Assn. heard the relative roles of radio and press discussed in Chicago Sept. 8-11. And the News Standards Committee of the NAB went into radio's particular role in New York last Thursday.

The need for continuous improvement of radio's reporting of the news was born out at the AP session where it was agreed that radio is forcing newspapers to adopt new and better methods. Competition between the two media, now friendly, should become even more so as they work together in their separate tasks of informing the public they serve.

As broadcasters look over their news structure they will find helpful a series of observations by Charter Heslep, News Editor, Broadcasting Division, Office of Censorship. Charter spoke in his unofficial capacity as a radio newsman and pointed out some places where improvement can be made. His observations are printed on another page of this issue.

First observation centers around Accuracy, of which there obviously should be plenty in the transmission of news to the listening millions. Any newsman knows that accuracy is mostly a matter of hard work, but Charter points out that news editors must have sufficient authority to do a thorough job of checking and copyreading.

No. 2 Heslep point is Honesty, with phoney buildups of newscasters, false labels, lack of credit lines and the overworked "bulletin" drawing his special wrath.

Finally, says Charter, the broadcaster owes Responsibility to listeners. It is a responsibility on the part of news editors to fight for their rights and a responsibility on the part of stations to present the most complete coverage possible. Incidentally he calls for more and better coverage of local news.

Our Respects To —

JOHN VINCENT LAWLESS HOGAN

IF WQXR New York, recently styled by publisher M. Lincoln Shuster as the "radio station with a soul," sprang from the brow of John V. L. Hogan of Forest Hills, Long Island, it did so because the very pattern of his life ordained that it should. WQXR was a "natural" for a man whose hobbies reveal an honest lover of classical music, founder of a church choir and an amateur pianist and xylophonist, all superimposed upon a career as one of the nation's foremost electronic engineers.

Mr. Hogan is the inventor of the "gang-condenser", or single dial control, which transformed the radio receiver in the '20's from a mess of tuning gadgets to the single dial control. Born in Philadelphia, Feb. 14, 1890, he attended the University School of New Haven, and Sheffield Scientific School at Yale U. As far back as 1907, he was associated with DeForest, inventor of radio's touch-stone—the vacuum tube, and in 1910, Mr. Hogan joined Prof. R. A. Fessenden's transatlantic station at Brant Rock, Mass., as chief research engineer, later becoming manager. In 1921 he resigned to "freelance" as a consulting engineer. In that pre-QXR era, he was active in broadcast allocation work, and was a key witness in the 1928 broadcast reallocation hearings in Washington. His dexterity on the witness stand still lingers in the memory of those who participated in those momentous broadcasting days.

WQXR, Mr. Hogan's brain child, first saw light in 1929 when, operating on 100 watts, it started as an experimental television sound station. To the accompaniment of the televised images, Mr. Hogan used classical records on the sound track—for no better reason than that he liked them. To his surprise, people who could not receive the images could pick up the musical accompaniment—and he was soon deluged with fan mail, pleading that he continue the broadcasts.

But if Mr. Hogan's station was conceived in the image of classical music, it was no less dedicated to high fidelity reproduction. The fact that WQXR was a pioneer in high fidelity transmission was no accident, because this was another field in which Mr. Hogan was experimenting at the time. High fidelity was especially important to him since overtones and high frequencies are vital to the accurate transmission of good music.

Cynics scowled when Mr. Hogan told them that he was ready to attempt to make a commercial "go" of a station that assumed the listener was an intelligent and cultured person. Others said this was the most amazing

(*Continued on page 36*)

Touchdown . . .

Lord Baltimore Filling Stations know their way around these parts. So, when they decided to sponsor the Washington Redskins Professional Football Team this season, Station W-I-T-H was selected to cover the Baltimore area.

Many reasons dictated the choice: W-I-T-H is the most sportsminded station in Baltimore. And, on a cost-per-home covered basis, W-I-T-H is about the most economical advertising medium in town.

No matter how you look at it, no matter what you're selling, experience has shown W-I-T-H DOES A GREAT SALES JOB IN BALTIMORE.

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

Some National Accounts Now On W-I-T-H

Medrex
Dr. Pierce
Seaboard Finance
Mercirex
Resinol
Stanback
Sunway Vitamins
Royal Crown Cola
Rem
Gold Medal Capsules
True Story
Supersuds
Bond Bread
Pepsi Cola
Chelsea
Edgeworth
Vitamins Plus
Tek
Johnson & Johnson
J. O. Insecticide

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

Personal NOTES

ROBERT A. SCHMID, director of advertising and sales promotion of Mutual on Sept. 15 spoke on "The Story of Broadcasting" at the first fall meet of the Media Mens Assn. of New York at the Advertising Club.

ARTHUR POPPENBERG moves over to BLUE spot sales Monday, Sept. 20 from NBC's national spot and local sales department, where he has handled all local sales on WEAF New York, for the past two years. He replaces Theodore W. Herbert, who has been transferred to the BLUE network sales staff.

MACK TWAMLEY, 10-year-old son of Edgar H. Twamley, manager of WBEN Buffalo, is making his first Broadway appearance in the play "Tomorrow the World" at the Barrymore Theatre.

ARTHUR E. RICHARDS, on the sales staff of WSBT South Bend, Ind., is the father of a boy.

ROBERT KIMBALL has joined KLX Oakland, Cal., as account executive. He was formerly with McClatchy Newspapers, San Francisco.

SPENCE CALDWELL, sales manager of CKWX Vancouver, is on a business trip to eastern Canada and New York.

FRANK J. HINDS has been appointed special representative at Winnipeg of Press News Ltd., radio subsidiary of Canada Press (Canada's A.P.). He comes from the Press News head-office at Toronto.

DEAN SHAFFNER, formerly research consultant to the New York State Joint Legislative Committee on Nutrition, has joined the staff of Crossley, Inc., in charge of production of the Cooperative Analysis of Broadcasting reports.

RALPH BRUNTON, owner of KJBS and KQW, has been elected a member of the board of directors of the San Francisco Press Club.

DAVID R. MARS has joined KMOX St. Louis as director of advertising and sales promotion. He was formerly promotion manager for the *St. Louis Star Times* and its station KXOK and prior to that, was with D'Arcy Adv. Co., St. Louis. William M. Wider, former member of advertising department of Hyde Park Breweries, St. Louis, is now a member of the KMOX sales staff.

DONALD D. SULLIVAN, account executive with WMT Cedar Rapids, Ia., is the father of a boy.

JAMES A. HAGAN has been appointed commercial manager of WWNC Asheville, N. C.

ALVIN BICK of the Western Newspaper Union of St. Louis and Memphis, has joined the sales staff of WMPS Memphis.

RAY C. JENKINS, sales manager of KSTP Minneapolis-St. Paul, has been decorated by the OCD for his more than 1,000 hours of voluntary work in the past year.

ROBERT L. MITCHELL has recovered from an illness which overtook him shortly after he joined the sales staff of KMBC Kansas City. He was formerly with WKY Oklahoma City, and Tad Advertising, Dallas.

RAYMOND GRAM SWING, BLUE news analyst, is the author of a book released Sept. 17 by Doubleday-Doran Co., under the title *Preview of History*.

JUDGES RELAX after deciding that first prize of $100 War Bond for naming KMBC Kansas City's 400-acre farm, goes to Merle Sidener, chairman of the board of Sidener & Van Riper, Indianapolis, for his suggestion, "KMBC Service Farms". Contest, [BROADCASTING, Aug. 23] conducted among the advertising profession, was expanded to provide 22 additional War Bonds and Stamps because of large number of entries. Absorbing the rural atmosphere are (l to r): Bert Cavanagh, radio director of Roche, Williams & Cunnyngham, Chicago; Miller C. Robertson, regional sales for KMBC; Sam H. Bennett, general sales director of KMBC (chin on cane) Oscar Straube, president of Nutrena Mills, Kansas City; J. C. Cash, president of Kansas City Stock Yards Co.; Karl Koerper, managing director of KMBC; Phil Evans, farm editor of KMBC; R. J. Potts, president of R. J. Potts, Calkins & Holden, Kansas City; E. A. W. Schulenburg, treasurer of Gardner Adv. Co., St. Louis. The judges were Cavanagh, Straube, Cash, Potts and Schulenburg.

Our Respects to

(*Continued from page 34*)

idea ever set forth in the radio industry. Even sponsors thought it a weird notion. No one before had ever believed Bach, Beethoven, and Brahms could sell toothpaste on the air. But, then, as Mr. Hogan pointed out, no one had tried it.

The cynics' scowl turned to surprise when the idea was a hit. Listeners were attracted almost immediately to Mr. Hogan's station where they could hear good music all day long. And, although it has never actually been called upon to sell toothpaste, WQXR has sold everything from books to cosmetics, automobiles, cheeses, cough remedies, cigarettes, and radios—with not a single soap opera, dialect comedian or hill-billy band on the program schedule.

Historically, Mr. Hogan's experimental station, whose call letters were W2XR, became WQRX in 1936 when the Interstate Broadcasting Company was formed, and Elliott M. Sanger, now executive vice-president and general manager, joined the concern. In seven years, WQXR's power has jumped from 1,000 to 5,000, and in 1941 to 10,000 watts. Sponsorship has increased steadily, and Mr. Hogan's original idea has proved fruitful commercially as well as listenerwise. But the station continues to operate as it originally set out to do: 80% concert and light music, 20% intelligent news and commentary.

Expansion of WQXR to 10,000 watts, a large increase in the size of the staff, and further new developments have not affected Mr. Hogan's association with his brainchild. However, with the pressure of the war, he has found it necessary to devote a larger part of his current working hours to communication problems of the National Defense Research Committee, the U. S. Signal Corps, and the U. S. Army Air Forces. His laboratory in Long Island City is working full-time on war communications developments, especially in the fields of facsimile transmission and the provision of improved substitutes for critical technical instruments. Meanwhile, the station is moving along successfully under the skillful leadership of Mr. Sanger, leaving Mr. Hogan free to devote a large part of his time to war problems.

Mr. and Mrs. Hogan (she was Edith MacLennan Schrader) live in Forest Hills, and have one son, John Vincent, an aviation cadet in the Army Air Forces. With no spare moments in which to play the piano, Mr. Hogan is extremely active in civilian defense work and among other activities serves as chairman of the Forest Hills Citizen Defense Committee, is a member of Committee IV of the Board of War Communication, a director of FMBI, chairman of the executive engineering committee at NAB, and travels to Washington every week to serve as Special Assistant to the Director of the Office of Scientific Research and Development.

Ex-Commentator Indicted

JOHN C. LeCLAIR, former professor of history at two New York colleges, and former commentator on several New York stations, was indicted last week by a Federal Grand Jury on charges that he served as a paid agent of Japan from March, 1938, through July, 1941. Most recently assistant personnel director of International Telephone & Telegraph Co., Mr. LeClair pleaded guilty to the indictment charges and will probably be placed on trial later this fall.

HARRY W. FLANNERY, Hollywood news analyst, sponsored on CBS Pacific stations by Planters Nut & Chocolate Co., is collaborator with Elmer Harris, playwright, on a recently completed play, "Upon the Ashes".

BEHIND the MIKE

ALAN SURGAL, author of *This Is the Underground*, and free lance writer of New York and Chicago, has joined the Army. Lou Scofield and Ken Pettus will continue to write the weekly half hour drama, now heard on WBBM Chicago.

DICK LEONARD, BLUE director, has resigned from the network to freelance.

HOWARD S. KEEFE has been named director of the new centralized publicity activities at WSPR Springfield, Mass. He was formerly assistant program director at the station.

TED ANTHONY, previously with WATL Atlanta, has joined the WGST Atlanta announcing staff.

CAM RITCHIE, former CKLW traffic manager, and Bud Lynch, ex-newscaster, left CKLW a year apart to join the Canadian Army, and are now First Lieutenants and roommates in London.

CY HOWARD, Milt Josefsberg, Tack Tacakaberry and George Balzer have been signed as writers on the weekly NBC *Jack Benny Show*, resuming Oct. 10.

CAPT. NORMAN ROSS, former Chicago freelance announcer, is teaching classes in safety in flying at the Army Air Forces Safety Division, Winston-Salem, N. C.

JOEL Holt, announcer of WOV New York, and M. C. of *Children's Amateur Hour*, leaves the station Sept. 20 to become an aviation cadet at the Technical Training School, New Haven, Army Air Forces.

GERALD HOLLAND, who left the NBC script division to freelance is again writing for the network. His latest assignment was for *This Nation at War* for the National Assn. of Manufacturers.

RICHARD DE RAISNES, formerly in NBC's script division, is now a captain of infantry in the Army.

LT. JOHN H. GAREY, former guide in NBC's guest relations department, is a prisoner of war in Germany, his parents reported to NBC last week. Lt. Garey had been reported as missing in action Aug. 6.

LT. VAN KALLIGEDOS, bomber pilot in the Army Air Forces, and formerly in the NBC traffic department, and Rosemary Burke, until recently secretary to Charles Holbrook, BLUE salesman, have announced their engagement.

GIFFORD CAMPBELL, head of the studio transcription department of WOR New York, recently became the father of a girl.

JACK CLEARY audition director of the BLUE, is the father of a boy.

MATTHEW BARR, publicity director of KFI-KECA Los Angeles, is the father of a girl born Sept. 12.

LEONA BENDER, woman war commentator and former artist on WOAI San Antonio, Tex., has joined the staff of KMAC San Antonio as commentator and director of public relations.

ALWYN BACH, veteran announcer of KYW Philadelphia, celebrated his 25th wedding anniversary last week.

FRED KNIGHT, formerly of WTRY Troy, N. Y., has joined the announcing staff of WIBG Philadelphia.

There are certain advantages of a LARGE FAMILY

When you're out to do a job, there's nothing quite as valuable as husky helpers.

WGN has one of the largest "families" in radio. When WGN sets out to do an advertising job for you, the whole family helps. Many advertisers have already found out that this results in greater sales impact.

Another reason why WGN leads all major Chicago stations in the volume of local, national spot, and retail business.

A Clear Channel Station

CHICAGO — *50,000 WATTS*

WGN

ILLINOIS — *720 KILOCYCLES*

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.

Time to change Your "SPOTS"?

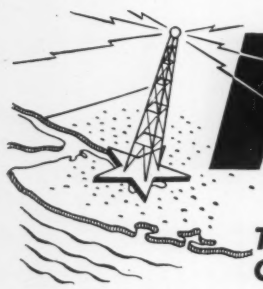
Buy KMO TACOMA ★

A leopard can't change *his* spots . . . and nothing can change the fact that the TACOMA market is a swell place for YOUR spots. Tacoma deserves complete *local* coverage. Best proof of this is the experience of local Tacoma-Seattle advertisers* who have tried—and failed—to do the Tacoma job from "outside." For top results in Western Washington, include KMO, Tacoma—dominant radio voice in Washington's Number Two Market.

**Names and data on request*

★ WASHINGTON'S NUMBER TWO MARKET!

Pierce County (Tacoma) has the second largest population among Washington State counties . . . ranks second for the state in Sales Management's "Sales Potential" estimate . . . is second in retail sales! And don't forget the "PLUS VALUE" of McChord Field and Ft. Lewis—both just a few miles south of Tacoma.



KMO

Carl E. Haymond, Owner

TACOMA, WASHINGTON'S ONLY NETWORK STATION

5000 Watts
Mutual-Don Lee

Represented by
Joseph H. McGillvra, Inc.

And for Central Washington - Buy **KIT**, Yakima

LUCILLE MOSES, formerly of BLUE Hollywood publicity staff, has started a daily quarter-hour feminine commentary, *Yes, Ladies!* on KERN Bakersfield, Calif.

CARYL COLEMAN, producer of NBC Hollywood, has been appointed West Coast continuity director.

LOTHAR S. IMM, for the past year a chaplain in the Army and previously a writer on small newspapers, has joined the continuity department of WLS Chicago.

HERB NEWCOMB, production manager of WAOV Vincennes, Ind., and formerly of WCAU Philadelphia, has resigned to freelance in the East. Max Fetty, former announcer of WAOV now with the Army in North Africa, is writing, producing and acting as m.c. of a special show to be featured at all the Army camps in North Africa and over the Algiers radio. Paul Price has recently joined the WAOV announcing staff.

VINCE DUGGAN, announcer of CJOR Vancouver and formerly chief announcer of CFRN Edmonton, has joined the Royal Canadian Air Force.

HELEN ARGUE, producer of CBR Vancouver has moved to eastern Canada.

JACK TEMPLE, former announcer of CBS San Francisco now in the Army Air Forces, is the father of a boy.

EDGAR C. DEFFENBAUGH joins WMC Memphis, from WSOY Decatur, Ill., and WJPF Herrin, Ill., to become production manager, replacing Earl Moreland who is entering the service.

MAURICE WENZINGER, formerly of KGFW Kearney, Neb., has joined the announcing staff of KSAL Salina, Kans.

EARL DAVIS, formerly of WOMI Owensboro, Ky., has joined the announcing of WMPS Memphis.

CHARLES ACTON LEWIS, formerly of KMTR Hollywood has been named program director and news editor of KGFW Kearney, Neb., and Marjorie Davis, continuity writer, has joined the station as women's director.

AMALIE DEREN, who has just received a Ph.D. from Syracuse U., has joined the program analysis staff of CBS' research department. Lee Vine, announcer, leaves the network Sept. 21 to join the Army. Before joining CBS a year ago he served on the network's Philadelphia affiliate, WCAU.

IRENE BARCLAY, former publicity director of KFTI Twin Falls has been appointed secretary to manager Adriel Fried of KLX Oakland, Calif.

CHARLES A. COONEY, newspaperman and former assistant telegraph editor of the San Francisco *Call-Bulletin*, has succeeded Don Martin as head of the KPO San Francisco news bureau. Martin has joined the NBC news staff in Hollywood, replacing Joy Storm, who has been transferred to the production staff.

MILTON STARK, former head of KNX Hollywood transcription department, has been transferred to station production staff. Seymour Berns has taken over Stark's former duties.

BILL MARLOWE, announcer-newscaster of WMC Memphis, Tenn., has been assigned the Bexel newscasts for McKesson & Robbins. Bill Reeves, former station director of WHUB Cookeville, Tenn., has joined the announcing staff.

JACK SLATTERY, chief announcer of KNX Hollywood, has completed three assignments as narrator on Paramount film trailers.

Mutual's Staff Increases 79.6% Since January 1st

PERSONNEL in the New York headquarters of Mutual has increased by 79.6% since the first of this year, according to the MBS personnel department.

Most of the new Mutual personnel has already been announced, including John W. Boler, special representative in the Northwest; Robert Keller, manager of program operations; Allen J. de Castro, in charge of the "Mutual Daytime Playhouse Plan"; Edwin T. Otis, assistant station relations manager; Arnold Roston, art director, and Blanche Wolffe, of the MBS publicity department.

Additions to the sales promotion and research department, not announced before, are Harold Coulter, former promotion and research manager of KYW Philadelphia, now Mutual's manager of merchandising; Francis Keeley, previously with NBC and the BLUE. New assistant sales service supervisor is George M. Burbach Jr., assistant sales service supervisor formerly in NBC's sales department.

EDWARD DEVLIN of the announcing staff of the Canadian Broadcasting Corp. at Toronto, has moved to CBR Vancouver.

LEO MISHKIN, former New York and Paris newspaperman, on Sept. 13 joins the CBS press information department, replacing Michael Boscia, who has resigned to join the publicity division of Young & Rubicam, New York.

RICHARD OSK, formerly a reporter with the New York *Herald Tribune* and publicity agent for the Shuberts, has joined the publicity division of the BLUE.

GEORGE J. GOW, WLW-WSAI Cincinnati newscaster, married Miss Lee Bergman of Dallas, on Sept. 9. Their honeymoon was spent in Washington where Gow covered the opening of Congress.

BOB FETTERMAN, of WIBG Philadelphia is the father of a boy.

ARTHUR LABORES, recently honorably discharged from the Army, has joined the staff of W65H Hartford.

DALLAS MASON WILLIAMS, news editor of KTKN Ketchikan, Alaska, is the father of a son. Mrs. Williams is the former Jeanie Hughes, radio actress with KOMO-KJR Seattle.

JOHN REDDY, newswriter of CBS Hollywood, has sold an article titled, "G. I. Radio", to Esquire Inc., for early fall publication. It relates story behind shortwaved Government produced programs *Command Performance* and *Mail Call*.

Hicks in Algiers

GEORGE HICKS, manager of the BLUE's London news office, has arrived in Algiers, according to information received last week by G. W. Johnstone, director of news and special features. Arthur Feldman, who was recently named assistant to Mr. Hicks, has assumed the managerial duties at the London office. Mr. Hicks will spend some time in the Mediterranean theatre, broadcasting his observations by shortwave to BLUE listeners.

XUM

"IT OUGHT TO GET A WAR MEDAL"

THIS little tube *can't* help you smell. But it *can* help you talk, see and hear. Right now, it helps direct guns, planes, ships. It ought to get a war medal.

It has given birth to a new art called Electronics.

In 1912 in the Bell Laboratories, Dr. H. D. Arnold made the first effective high-vacuum tube for amplifying electric currents.

Vacuum tubes made possible the first transoceanic telephone talk by the Bell System in 1915.

Vacuum tubes are now used on practically all Long Distance circuits to reinforce the human voice.

That's why you can talk across the continent so easily.

Over 1,250,000 electronic tubes are in service in the Bell System. Bell Laboratories developed them, Western Electric made them.

But both Laboratories and Western Electric are busy now with war — turning out tubes and putting them to work in many a device to find and destroy the enemy on land, in the air, and under the sea.

After the war, this Bell System army of tubes will work in thousands of ways for peace.

BELL TELEPHONE SYSTEM

HELP THE WAR BY MAKING ONLY VITAL CALLS TO WAR-BUSY CENTERS. THAT'S MORE AND MORE ESSENTIAL EVERY DAY.

Purely PROGRAMS

THE MEDIUM of radio becomes an accomplice in demonstrating the operations of telepathy in the hands of Joseph Dunninger, telepathist, who reads the minds of his listeners as well as of members of the studio audience, in a weekly program which started on the BLUE Sunday, Sept. 12. Feats performed on the series include the projection of telepathic messages to radio listeners, who are asked to confirm them by mail; and a series of "Brain Busters" described as long-distance mind-reading demonstrations.

* * *

Art Series

PAINTERS AND SCULPTORS living in New York are heard in a weekly discussion of their art on WNYC, New York's municipal station. Museum directors, gallery owners and critics, as well as artists take part in the program which is designed to "make the people of New York City feel more at home with the work of their own contemporary artists".

Wins Scholarship

WINNER of WLW Cincinnati scholarship to Cincinnati College of Music is Dorothy Short, Seattle singer. Scholarship covers complete tuition and living expenses at the college for one year. She has sung over KJR Seattle and was one of the Cincinnati Summer Opera Audition winners in 1942.

* * *

Citizenship Series

FOREIGN-LANGUAGE groups are acquainted with the procedure for becoming American citizens in *Your Citizenship Counselor*, weekly series presented on WWRL New York by a representative of the American Women's Volunteer Service.

Of Feminine Interest

NOVEL approach in feminine interest programs is being successfully tried on *What's New*, WTMJ Milwaukee morning feature. Nancy Grey, commentator on the program, has made a series of recordings with women war workers in defense plants throughout the country. Recordings are then used on the broadcast with their effective background of factory sounds.

* * *

Vocal Advice

WOULD-BE singers are offered advice on improving their technique in a weekly series heard on WBNX New York, under the title *The Voice Clinic*.

Bond Drive Program

LAUNCHING a million-dollar bond drive, Wieboldts Stores, Chicago, devoted the regular morning half-hour *Your Neighbor Program* on WMAQ Chicago, Sept. 16, to special music, talks and initial reports on progress of the bond campaign in the company's six stores in Chicago and suburbs. The program honored the company's men and women in service. About 350 studio guests, members of families of service men and women, were feted at breakfast following the broadcast. The Wieboldt account is handled by Needham, Louis & Brorby, Chicago.

* * *

World News

DAILY WORLD *News Roundup* is now being carried Mon. thru Fri. on the Canadian Broadcasting Corp. national network in a quarter hour early evening program. Starting in Ottawa or Toronto with Wilson Woodside as commentator, the roundup shifts to battlefronts and world capitals where CBC has men stationed. A. E. Powley is in charge of the London bureau, and war correspondents Peter Stursburg, Andrew Cowan and Matthew Halton are in the Mediterranean theater.

* * *

Replace OWI Series

REPLACING the OWI series, recently taken off the air, over WOWO-WGL Fort Wayne, Ind., is *Proudly We Hail*, product of the ingenuity of the Fort Wayne continuity department. New series deals with war information, story of an American hero, transcribed music, and suggestions to the individual showing him what he can do to aid the war effort. *Proudly We Hail* has been so successful that sponsors of the former OWI series have transferred to the new series.

* * *

Musical For Navy

DEDICATED to the U. S. Navy, is *Full Speed Ahead*, a five-times weekly musical program on Mutual. Show presents orchestra and choral music from the Naval Receiving Station in Brooklyn the first two days of the week, followed by a WAVE show, and featuring a vocalist and the WOR New York, orchestra, the remaining two days.

* * *

Farmers Swop

SWOP SHOP is a new morning program on CKBI Prince Albert, Sask., in which farmers can announce their swops of machinery which they are no longer able to buy.

WIBW *listeners —*

CORN accounts for only a very small part of the huge farm income in WIBW's six state listening area. Yet, in Kansas alone, there is a 78,120,000 bushel crop, already selling 36% higher than last year. That's a tidy chunk of spendable income in itself. And WIBW listeners on farms and in small towns ARE spending.

Their first purchases automatically seem to be for WIBW-advertised goods. But that's natural! For years, these buyers have had confidence in WIBW . . . liked our friendly personalities, entertainment and service. The moral is obvious. If you've always hankered to handle *your* cash with a shovel . . . use WIBW!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

"E"
stands for the ease with which two great stations blanket two great markets
SEE PAGES 22-23

12,000 Newscasts Leave Imprint

(*Continued from page 12*)

tory effect of the war is the virtual banning of the word "flash" I shudder every time I read a show whose format calls for insertion of a last-minute bulletin. Some radio men seem to think they can order news to break to suit station schedules. This vicious practice often forces a news editor to prostitute his judgment and give listeners a completely phoney bulletin.

Speed and freshness is one of the greatest advantages radio has over the slower paced press. But I wonder if some radio operators realize that even though it has the pace of a tortoise as compared with broadcasting, a good newspaper that gets a break on edition time can get on the street in 20 to 30 minutes? Today, with newscasts on the hour, quarter-hour, half-hour and sprinkled in between, the bulletin quality of any news break fades quickly. New millions have become regular radio news listeners—but we don't have to bulletin them to death to hold their interest. A good news writer can revamp his show smoothly to put a new top on it within 30 minutes of air time. Why not restrict the use of the word bulletin to those newsbreaks that occur within 30 minutes of airtime? It's so easy to keep the freshness of radio news before the listener by phrases like "less than 2 hours ago, a dispatch from North Africa said . . ." If such a standard were accepted in the radio newsrooms of the country, the word bulletin would again come to mean something to the public. If the public is to develop complete trust in radio's presentation of the news, we've got to be honest with it.

Sponsor's Rights

The next goal post is Integrity. Here, let us look at sponsor censorship, controversial issues, propaganda and time chiselers.

Just last week a friend asked me to read the manuscript of a proposed text on radio news writing and supervision. Several pages were devoted to "sponsor's rights". The author inferred that if a news spot was sponsored by an airline, for example, and a crash occurred on that line, the news should be played down!

A large oil company sponsors many newscasts. This firm has been in the spotlight on many occasions — sometimes a most unfavorable spotlight. To my knowledge, the agency placing this radio business never has protested the use of stories critical of its client. I hope that station managements will stand resolutely behind the judgments of their news editors if demands are made to suppress a story.

There is the much discussed problem of editorializing on controversial issues. As I understand it, the present broadcast practice aims primarily at preventing the possibility of political control by any party over any segment of broadcasting. But if you had read all the scripts that have passed over the radio news desk in Censorship, you would conclude this theory is a dead letter in many cases. Network commentators certainly reflect almost every shade of opinion on controversial subjects. And you don't often hear a disclaimer by the station or the chain. Two outstanding men appear to voice the views of extreme conservatives. A half-dozen others expound the liberal viewpoint with the fervor of a crusader. The most conspicuous example has been the battle raging over our foreign policy.

Other Governments, Too

There are stations that boldly label certain programs as "editorial". Several news programs devote a section to what is called openly "the editorial page". And this is not confined to national issues. What appears to be a possibly dangerous practice is presentation of only one side of a question while claiming that what is said is the whole picture.

Propaganda is a much abused word that means many things to many people. Some charge that all the Government releases funnelled through OWI into the stations are propaganda. Without discussing the merits of that condition, I think it fair to point out that other governments are bombarding our radio news desks with free material. Some of it is definitely slanted to give other governments' points of view. And it is being used. What of this broadcaster's ability to protect the integrity of his news? This is not said in criticism of the excellent information service operated by the neutral allied governments. But it is a red flag to radio news editors to weigh carefully all propaganda. Pressure groups and minorities in this country are active. Many have powerful backing and plenty of money. The flow of handouts and transcribed features to stations is going to increase. And all this imposes a heavy burden on the station management and its news editors to keep their judgments keen and sharp.

A sound policy should be to adapt

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

TELL YOUR STORY

to more than

5,000,000 PEOPLE

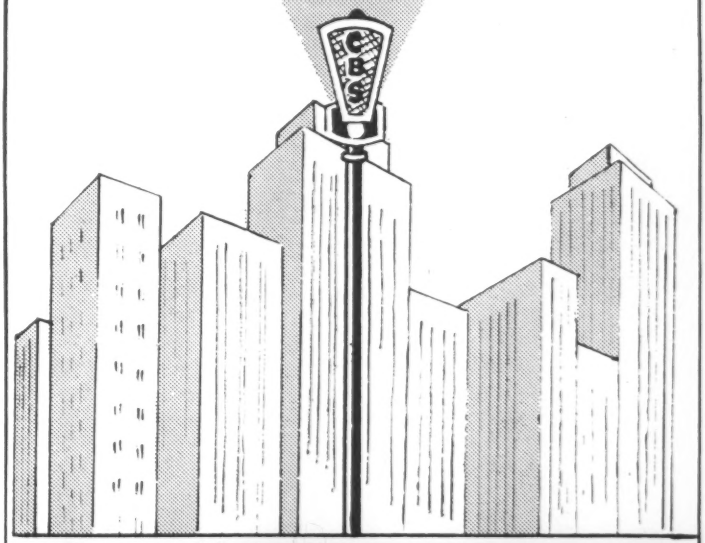
(Daytime Coverage)

WITH

KRLD

DALLAS, TEXAS

50,000 WATTS



KRLD

THE TIMES HERALD STATION, DALLAS

50 K. W. — The Branham Company, EXCLUSIVE REPRESENTATIVES — 1080 K. C.

Gates is Fighting Today to Serve Tomorrow

Headquarters speaks . . . battle stations answer. Platoons, companies, regiments and divisions move into action, with Radio directing all movements . . . maintaining desired contact at all points.

In many of these battle stations, the Gates trade-mark carries on with the American star of Victory. Gates transmitters, tuning and control units, amplifiers and remote equipment are all in the fight and efficiently meeting the strenuous tests that tax the performance ability of any equipment.

When this war is won . . . you will enjoy the advantages of new Gates engineering methods created by the needs of the war . . . and designed for the needs of an eager-to-move industry.

Our engineering staff stands ready to assist and advise on the maintenance of your present equipment — whether you are Gates-equipped, or not.

Gates

RADIO AND SUPPLY CO.

QUINCY, ILLINOIS, U. S. A.

Manufacturing Engineers Since 1922

as qualifications for a station news editor the same high standards required for admission to the Radio and Press galleries of Congress. Require the news editor to divorce himself of outside promotion, lobbying, publicity and other work—and pay him accordingly. There aren't many stations today—even those originating no news—that cannot with profit to their service to the public employ a fulltime man in charge of news and coverage of special news events. And if they get the right men, the broadcasters will be taking a major step toward safeguarding the integrity of their news.

Now, for the time chiselers. At a cocktail party recently, a "public relations counsel" boasted that he was getting his clients' products plugged on 205 stations every week for only $3.50 per station. That's the cost of producing a 15-minute show, the platter and mailing charges. The vehicle is a well-written news feature with the free advertising worked in very skillfully. The press agent added that he was not dealing only in teakettles—that he had many big stations on his free list. All of us have been following the current argument about railroads buying thousands of lines of newspaper space, but getting the same advertising free over the radio.

Scare Easily

The last goal post is Responsibility. Perhaps here is where a plea should be made for more aggressiveness by individual stations in news handling. Several times "no broadcast" slugs have been slapped on stories on the wire services through misunderstanding or just plain stupidity. But I have yet to hear the first complaint from a radio news editor.

Again, it sometimes appears that almost any shavetail or one striper can scare the wits out of a station with a single phone call. Cases are on record of an officer—way out of bounds—ordering a broadcaster to suppress a program or story. Willy, nilly, it is done.

I should state here that we have a huge Army and Navy with many newly indoctrinated officers. It is to be expected that some will make mistakes or that some will try to throw their weight around. We always get 100% cooperation in such cases from the top rank in Washington.

Is a station licensee obligated to provide news for his listeners? Most stations now find the news department they frequently kicked around is today a good money maker. It's so profitable that some of them are losing all sense of proportion and scheduling newscasts and commentaries in such profusion over the broadcast day that it is a wonder that the ratings of all news shows aren't dragged down by a bored public. But what about the leaner days that may come?

War has brought us the biggest audience in radio history. It was news that did it. I feel that the radio news editor of today and in the future should rank as equal in importance with other department heads.

Some leaders in the industry are mystified that the public and Congress appear to have so little interest in the welfare and advancement of radio. The average citizen will run a temperature when freedom of the press becomes an issue in any part of the nation. But all of us know how little he bothers about matters affecting the freedom of radio—which is freedom of speech. I understand that a survey is to be made to find out why Mr. and Mrs. Citizen seem to care so little for an institution that brings them so much. Some critics blame this condition on lack of an aggressive public relations policy of the industry. Some psychologists say it is because Mr. and Mr. Citizen still have to pay out money for their newspaper and that radio is free. Perhaps that factor will disappear in some future year when everyone owns a television and facsimile set and has to pay service charges to keep the receiver supplied with paper.

Radio should give more adequate coverage of local news, for local commentators translate the news into terms of their own particular main street and crossroads, for objective but authoritative discussions of local problems. At least two small stations recently have hired reporters to gather just this kind of news and put it on the air. A few are devoting one spot a day entirely to local items. I'll wager a reasonable

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

50,000 WATTS

PAUL H. RAYMER CO.

NATIONAL REPRESENTATIVES

"E"

What industrial area tops the nation in average per family purchase of "E" War Bonds?

SEE PAGES 22-23

sum that the listeners of such stations will come to feel a more personal interest in the welfare of these broadcasters. And it is my belief that if station managements will assume the responsibility for developing adequate local coverage; if they will pay less money for promoting second rate commentators who parrot the news or rehash what the network men have said and give more thought to developing good local commentators—if all this happens, I believe you will see developing a closer relation between radio and its listeners that may serve radio if its welfare is imperiled either by government or any combination of other interests.

Redbow Schedules

AS THE initial part of a recently announced plan to promote "Redbow" dried food products in the East, Graham Co., New York, is using participations on women's programs on WJZ WCAU WJR WOV WOR. Some schedules started recently, while others are a continuation of previous commitments. Agencies are Emil Mogul Co., and Commercial Radio Service, New York.

KMMJ Is 167th Blue

KMMJ Grand Island, Neb. joined the BLUE as a basic supplementary station Sept. 15, bringing the total number of BLUE affiliates to 167. Operating daytime only with 1,000 w on 750 kc., the station is operated by KMMJ Inc., under management of Wick Heath.

COM. BUTCHER KEEPS A SECRET

Had Mission Determining Time and Place Of Italian Fleet's Surrender

ONE OF THE MOST important missions of World War II—the time and place of surrender of the Italian fleet—was the secret of Com. Harry C. Butcher, former broadcast executive, who proceeded under confidential orders of Gen. Dwight D. Eisenhower, Commander in Chief of the Allied Forces, as his representative on that momentous occasion early this month.

Com. Butcher, former Vice President of CBS in Washington, as aide to Gen. Eisenhower, was aboard the British Battleship "Warspite", heading a British flotilla, when word was received Sept. 9 to proceed on a secret mission. This was revealed in a dispatch by Clark Lee, representing the combined American Press, published Sept. 11. Only Com. Butcher knew the nature of the mission until the British Admiral aboard the ship received a message from Admiral Sir Walter Browne Cunningham to proceed to the appointed spot.

Com. Butcher was quoted as having said: "We weren't sorry to leave. In the night landings at Salerno we were attacked for three hours by German planes. One torpedo missed us by a few yards."

Another dispatch from Valetta, Malta, by James Wellard, representing the combined American Press and dated Sept. 13, also covered the surrender of the Italian fleet and made mention of Com. Butcher. Mr. Wellard reported a "little comedy" just before the Italian Admiral arrived to surrender. Admiral Cunningham, the dispatch related, had lost a button from his tunic, and he laughingly demanded a safety pin so he could look presentable. As the aide supplied the pin and while the British Chieftan was fixing himself up, Com. Butcher, as Gen. Eisenhower's representative on this occasion, made a movie of the procedure.

"Don't you dare take a picture of me like this, Butch," laughed Admiral Cunningham. But Com. Butcher, said the Wellard report, went right ahead.

USE OF MAYO Bros. as a trade name and "Mayo Bros. Vitamins Inc." as corporate name constitutes misleading advertising in the sale of vitamin preparations the Federal Trade Commission has charged in a complaint against Mayo Bros., Los Angeles, and its officers, Irby L. Mayo, Oran Frank F. Mayo and Paul Murry.

New York Radio Club Opens Sessions Oct. 7

FIRST MEETING for the fall-winter season of the Radio Executives Club of New York has been scheduled for Oct 7. As a wartime measure, the luncheon sessions will be held on the first and third Thursday each month, instead of weekly. Meeting place has been shifted to the Gothic Room of the Hotel Shelton.

Officers include Murray Grabhorn of the BLUE, president; Beth Black, Joseph Katz Co., vice-president; Ninette Joseph, J. D. Tarcher Co., treasurer, and Warren Jennings, representative in New York for WLW Cincinnati, secretary. Chairmen of the various committees are Linnea Nelson, J. Walter Thompson, Membership Committee; Frank Silvernail, BBDO, House Committee, and Marvin Kirsch, *Radio Daily*, Speakers' Committee.

Vick Commentaries

VICK CHEMICAL Co., Greensboro, N. C., which has been lining up its fall radio campaign for Vatronol and Vaporub for the past several months [BROADCASTING, July 26, Aug. 16], on Sept. 13 started *Carey Longmire, News*, Monday, Wednesday and Friday, 1:45-2 p.m. on WEAF New York. Robert McCormick, speaking from Washington, is substituting for Mr. Longmire, who is currently in England. Program is one of the many Vick has been purchasing on stations throughout the country. Agency is Morse International, New York.

WE'RE NOT *Houndin'* YOU

but . . . those 50,000 watts of ours and the RESULTS they pack are rapidly filling up our Fall and Winter schedules!

The word is out that WWVA is a GREATER BUY THAN EVER!!

JOHN BLAIR & CO.
National Representatives

BLUE NETWORK

WWVA
50,000 WATTS
WHEELING, W. VA.
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

Effectively serving the great steel and coal belt of a Great Nation

122 Primary Area Counties

Agencies

EDNA BEST has joined the Hollywood production staff of Young & Rubicam to handle talent and stories. Day Tuttle has succeeded Francis Van Hartesveldt as director of the *Aldrich Family* on NBC for General Foods, while Mr. Hartesveldt has taken over the CBS Kate Smith program for Y&R. Bobby Reuschle, assistant time buyer, has enlisted in the Merchant Marine.

LEO P. BOTT Jr., who recently joined the Chicago office of BBDO, has been transfered to the Buffalo office of that agency as account executive.

PAUL TERRY, former continuity director of KTBI Tacoma, Wash., has joined Barnes-Chase Adv. Co., San Diego, as copy writer.

AL REIWITCH has been appointed radio director for show productions and commercials at Weiss & Geller, Chicago. He will retain duties as account executive and will be assisted in timebuying by Helena Clayton, director of media.

EVELYN ELAM, manager of the radio script department of Grant Adv., New York, has been named radio director for the *Dr. I. Q.* show, NBC program sponsored by Vitamins Plus, New York, a Grant account. She replaces Perry Dickey, who resigned to join the program department of NBC. Joining Grant recently as a copywriter is Ignacius Sacco, new to radio.

JOHN F. MATTHEWS, formerly a member of the copy department of Ralph H. Jones Co., Cincinnati, has joined Kenyon & Eckhardt, New York, as a commercial writer in the radio department.

New Agency

OLMSTEAD & FOLEY advertising agency has been formed by Ward H. Olmstead and John T. Foley, formerly president and vice-president, respectively, of Olmstead-Hewitt, Minneapolis. All members of the latter agency have joined the new organization and services are being rendered without interruption.

STEWART-LOVICK Ltd., Vancouver, has opened a branch office at Edmonton, Alta., with Winnifred Sutton as manager.

KAY HULDERMANN, formerly traffic manager of KPAS Pasadena, Cal., has joined Charles N. Stahl Adv., Los Angeles, as copy writer.

JACK DOUGLAS, Hollywood gagwriter, has been signed to a term contract by J. Walter Thompson Co., as comedian. He is working on the BLUE *What's New?* sponsored by RCA.

THEODORA JOHNSTON, formerly of Elwood J. Robinson Adv., has joined Buchanan & Co., Los Angeles, as space buyer. She succeeds Beulah Anderson, resigned.

MAURICE MORTON, radio representative of William Morris Agency, Beverly Hills, Cal., talent service, has been inducted into the Army.

JOHN HYDE, co-owner and vice-president of William Morris Agency, Beverly Hills, Cal., talent service, and Mozelle Cravens, film actress, were married in Encino, Cal., on Sept. 18.

ANN GARVEY, timebuyer of Dan B. Miner Co., Los Angeles, has resigned.

EDNA CATHCART has replaced Fletcher Turner as time buyer of J. M. Mathe Inc. Mr. Turner joins WABC New York, as a salesman. Miss Cathcart was formerly a secretary at Mathe's and held a similar position at Young & Rubicam, New York.

LLOYD O. COULTER a vice-president and account executive of McCann-Erickson Inc., New York, has been named radio director. He succeeds Charles Halstead Cottington, who joined Erwin, Wasey & Co., New York, in a similar capacity last August.

ROBERT S. CONGDON, for five years in the sales promotion and merchandising department of McCann-Erickson Inc., has been assigned to the service department.

FRANK HAAS, formerly of Lake-Spiro-Shurman Inc., Memphis, and Ruthrauff & Ryan, has joined Erwin, Wasey & Co., New York, as time buyer.

NEW IDEAS FOR
SELLING A NEW ERA

"POST-WAR Slacker is too kind a name to call you."

"Now John, don't get excited. I only suggested that advertising costs be held in proportion to sales volume. I saw that marketing principle in Printers' Ink several years ago."

"That was pre-war thinking. Printers' Ink mentioned it because it was the way we did business, but things are different today."

"How do you mean different? We're still doing business for profit, aren't we?"

"Naturally! We went to war for the preservation of the American way of life, the system of free enterprise. But we have a larger responsibility today — a responsibility to our country."

"Just how do you mean that?"

"Well, back in 1943, when we were turning out munitions and equipage for the Army, Printers' Ink discussed the possibility of advertising and selling budgets prepared in relation to plant capacity, rather than sales volume. The idea was to make sales equal production rather than reduce production to the selling effort. Since then, others have taken hold, and today it is accepted as sound business thinking. To avoid curtailed production I am going to give this policy a good sound try, even if I have to round up additional proxies to do it!"

Far-fetched? Well, maybe, but it was actually promulgated and duly reported in Printers' Ink. Top-flight advertising, marketing, merchandising and administrative business men, who build, approve and spend the nation's advertising and selling budgets, generally use Printers' Ink as a platform for their ideas as well as for the wealth of information it contains. This interpretive editorial policy delivering the "know-how" and "know-why" of advertising, marketing, management and sales, provides the vital difference that makes Printers' Ink the most quoted voice in the industry.

Printers' Ink

PERSPECTIVE FOR PROSPECTIVE SELLING

...always read, often quoted, never ignored

The
TIME BUYERS' STATION
WDOD
Chattanooga, Tenn.
5,000 WATTS
CBS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

JACK JOHNSTONE has joined the copy department of Benton & Bowles Inc., New York, as a vice-president. He was formerly a vice-president and copy chief of the New York offices of Blackett-Sample-Hummert Inc.

WILLIAM A. CORNISH, formerly in the radio department of William Morris agency, New York, and previously partner in an agency of his own, has joined J. M. Mathes Inc., New York, as assistant to Wilfred S. King, director of radio and motion pictures.

WILLIAM P. MALONEY, publicity director of BBDO, New York, recently became the father of a girl.

JACK MOORE, BBDO, N. Y., time-buyer, is the father of a girl.

H. L. BOGART, formerly of Albertype Corp., has joined the public relations department of J. M. Mathes Inc., New York.

O. A. FELDON, vice-president of MacFarland, Aveyard & Co., Chicago, is now executive vice-president of J. R. Hamilton Adv. Agency, Chicago. He was at one time western manager of McFadden Publications, Chicago.

EDWARD A. GROSSFELD, for seven years assistant advertising manager of Hart, Schaffner & Marx, Chicago, in charge of the Baskin Clothing Co., on Sept. 15 became vice-president and account executive of the Kalom Co., Chicago.

FOLLOWING recent appointment of Earl G. Thomas as executive vice-president of A. & S. Lyons Inc., New York, talent agency [BROADCASTING, Sept. 13], the company has announced two new members of its staff. Irene Lee, former story editor for various film producers, will work with Mr. Thomas, and Richard Krakeur, previously with Vinton Freedley, New York theatrical producer, will work in the musical comedy section.

DR. FRANKLIN R. CAWL, research and sales promotion director of the *Farm Journal* and the *Farmer's Wife*, on Oct. 1 will join Arthur Kudner Inc., New York, as director of marketing and research. Dr. Cawl is president of the Philadelphia chapter of the American Marketing Assn., and a member of the national farm machinery committee of the Committee on Economic Development.

JIM HILL, former radio director of Schwimmer & Scott, Chicago, has joined Neblett Radio Productions, Chicago, as producer and writer. Mr. Hill will continue to handle *Coronet Little Show*, heard 1:45-2 p.m. Sundays on CBS for Schutter Candy Co., Chicago.

RICHARD C. MORRISEY, for 14 years a member of the sales staff of New York Subways Adv. Co., New York, has been appointed manager of the company's western office in Chicago.

NEBLETT RADIO Productions, Chicago on Oct. 1 will move into larger offices at 360 N. Michigan Ave.

"It's serious, Joe. He just heard WFDF Flint Michigan explaining the new income tax."

New Ferguson Office

COURTLAND D. FERGUSON Inc., advertising agency which has maintained offices in Washington and Baltimore for a number of years, has announced the opening of a branch office in Richmond, Va. Frank G. Christian has been named manager of the new office. Mr. Christian was formerly with Cecil, Warrick & Cecil, both in Richmond and New York, and he has done writing for many radio personalities as well as writing advertising for newspapers and magazines.

Bertch Joins G-C&N

J. WIDMAN BERTCH, former deputy director of the salvage section of the War Production Board, has been appointed vice-president of Geyer-Cornell & Newell, New York. He will serve in Washington as account executive on the War Dept., which recently appointed the agency to handle advertising for the Army Air Forces.

K&E in Chicago

CHESTER A. FOUST, who resigned as vice-president of J. Walter Thompson Co. in August to head the new Kenyon & Eckhart office in Chicago as vice-president, has established offices in the Field Bldg., 135 S. LaSalle St. New accounts, he said, will be served from Chicago after Dec. 31. He said facilities and staff for radio production originating from Chicago, are being arranged.

Sgt. Sturdee Jarvis

SGT. STURDEE JARVIS, Royal Canadian Tank Corps, died during the Sicilian campaign. He was formerly in the radio department of Vickers & Benson, Toronto, and on the staff of CJIC Sault Ste. Marie, Ont.

NBC WILL BE HOST Sept. 21 to 12 Central American journalists touring the United States under the auspices of the National Press Club.

Frank Quits Weintraub

YASHA FRANK has resigned as radio director of William H. Weintraub Co., New York. He joined the agency recently to handle radio programs including the Gertrude Lawrence package show which is to start on the BLUE Sept. 30 under sponsorship of Revlon Products, New York. Mr. Frank is understood to have resigned over interference in his handling of the production after Charles Martin, freelancer, and director of Philip Morris Co. *Playhouse* on CBS, was brought in by Gertrude Lawrence's management, to direct the program. Mr. Martin has been named writer-producer-director for the entire show. A new radio director for the agency had not been selected by the middle of last week.

WITH the broadcast of Sept. 27 on NBC, the *Carnation Contented Hour* celebrates its 600th program. Carnation Co., Milwaukee, sponsors the show, Monday, 10-10:30 p.m. Agency is Erwin, Wasey & Co. Chicago.

RESULTS . . .

GAMBLE-SKOGMO INC.

GAMBLE STORES

STORE NUMBER 20
CITY Bismarck,N.Dak.
DATE 8-17-43

K.F.Y.R.Broadcasting Station,
Bismarck,N.Dak.

Gentlemen:

We are very pleased to advise you that after using one twenty-five word chain break ad, we sold $1800.00 worth of merchandise within two days. In view of the fact that we did not use any other form of advertising, we think these results were outstanding and a good recommendation for radio advertising.

Sincerely,

GAMBLE STORE #20
Bismarck, N.Dak.
By H.S.Headley, Manager.

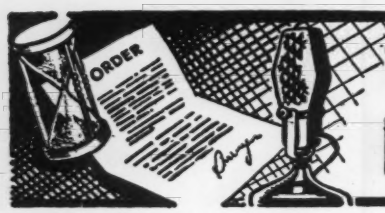
HSH:fp

. . . Speak for themselves!

And remember . . . that Bismarck's trade area is a comparatively small part of the terrific KFYR area. Ask any *John Blair* man for the full story.

KFYR *Bismarck*
550 Kilocycles · N. Dak. · 5000 Watts

XUM



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFBK Sacramento, Cal.

Bank of America, San Francisco (banking), 7 *sa* weekly, 52 weeks, thru Charles Stuart Adv., San Francisco.

Sunway Fruit Products Co., Chicago (vitamins), 7 *ne* weekly, 13 weeks, thru Sorensen & Co., Chicago.

Colgate-Palmolive-Peet Co., Jersey City, (soap), 6 *ta* weekly, 13 weeks, thru Leon Livingston Adv., San Francisco.

KWG Stockton, Cal.

Bank of America, San Francisco (checking service), 7 *sa* weekly, 52 weeks, thru Charles Stuart Adv., San Francisco.

American Trust Co., San Francisco (savings), 7 *sa* weekly, 52 weeks, thru Leon Livingston Adv., San Francisco.

Colgate-Palmolive-Peet Co., Jersey City (Peets soap), 6 *ta* weekly, 13 weeks, thru Leon Livingston Adv., San Francisco.

Sunway Fruit Products Co., Chicago (vitamins), 6 *sp* weekly, 13 weeks, thru Sorensen & Co., Chicago.

KECA Los Angeles

Quaker Oats Co., Chicago (Kennel biscuits), 8 *ta* weekly, 8 weeks, thru Ruthrauff & Ryan, Chicago.

42 Products Inc., Los Angeles (hair oil, shampoo), 11 *ta* weekly, 8 weeks, thru Hillman-Shane-Breyer, Los Angeles.

B. Manischewitz Co., Jersey City (Tom Tom crackers), 2 *sa* weekly, 5 weeks, thru A. B. Landau Inc., N. Y.

Fitzsimmons Stores Ltd., Los Angeles (grocer chain), 5 *ne* weekly. 52 wks, thru McElroy Adv., Los Angeles.

Dad's Root Beer Co., Chicago (root beer), 3 *sa* daily, 13 wks, thru Malcolm-Howard, Chicago.

Mim's Dog Food Co., Los Angeles (dog food), 5 *sp* weekly, 52 wks, thru Milton Weinberg Adv., Los Angeles.

National Schools, Los Angeles (training), 5 *ne* weekly, 13 wks, thru Adolph Wenland, Los Angeles.

WOR New York

Rockwood & Co., Brooklyn (Chocolate Bits), *sa*, 52 wks, thru Federal Adv., N. Y.

F. H. Pfunder Inc., Chicago (Pfunder's tablets), weekly *sp* 13 wks, thru Sorenson & Co., Chicago.

Ronzoni Macaroni Co., New York (macaroni, spaghetti sauce), 5 *sa* per wk, 13 wks, thru Emil Mogul Co., N. Y.

McKesson & Robbins, Bridgeport (Bexe'), 3 *sp* per wk, 52 wks, thru J. D. Tarcher Co., N. Y.

Assn. of Mfgrs. of Confectionery and Chocolate, N. Y., 5 *sa weekly*, 13 wks, thru Scheck Adv., Newark, N. J.

Soy Food Mills Inc., Chicago (Golden Mix), 5 *sa* weekly, 13 wks, thru Jim Duffy Inc., Chicago.

Lamont Corliss Corp., New York (Pond's Cream), weekly *t*, thru J. Walter Thompson Co., N. Y.

WJJD Chicago

Simons & Hewitt, Chicago (Lovelee Lady liquid cologne), 7 *sp* weekly, thru Malcolm-Howard Adv. Agency, Chicago.

Block Drug Co., Jersey City (Allenru), 3 *sp* weekly, thru Redfield-Johnstone, N. Y.

Washington Park Jockey Club, Homewood, Ill., 54 *sa*, thru Al Paul Lefton Co., Chicago.

Republic Pictures, New York ("Song of Texas"), 21 *sa*, thru Donahue & Coe, N. Y.

United Artists Corp., New York ("Stage Door Canteen"), 6 *sa* weekly, direct.

WSBT South Bend, Ind.

Knox Co., Los Angeles (Mendaco and Cystex), 3 *ta* per wk thru Allen C. Smith Adv. Co., Kansas City.

Wm. H. Wise Co., N. Y. (books), 3 *t* per wk thru Huber Hoge & Sons, NYC.

American Chicle Co., Long Island City (Dentyne gum), 5 *ta* per wk, 17 wks, thru Badger & Browning, Boston.

Colgate-Palmolive-Peet, Jersey City, N. J. (Colgate dental cream), 137 *ta* thru Ted Bates Inc., NYC.

Morton Salt Co., Chicago (table salt), 10 *ta* per wk, 4 wks, thru J. Walter Thompson Co., Chicago.

Miami Margarine Co., Cincinnati (Nu-Maid margarine), 7 *ta* per wk, 52 wks, thru Ralph H. Jones Co., Cincinnati.

Socony-Vacuum Oil Co., NYC (oil), 13 *sa* thru Compton Adv. Co., NYC.

F. W. Meyers & Co., Ashland, Ohio (water systems), 2 *sa* per wk, 26 wks, thru Meldrum & Fewsmith Inc., Cleveland.

Ward Baking Co., N. Y. (Tip-Top bread), 6 *ne* per wk, 52 wks, thru J. Walter Thompson Co., NYC.

WOL Washington

Crosse & Blackwell Co., 1 *sp*, thru Van Sant, Dugdale & Co., Baltimore, Md.

Foster-Milburn (Ice Mint) *sa*, thru Spot Broadcasting, N. Y.

Kenmore Publishing Co., *sp* thru Weiss & Geller, N. Y.

Morton Salt Co., *sa* thru J. Walter Thompson Co., N. Y.

WLIB Brooklyn

Hudson Canadian Fur Co., Brooklyn (furs), 12 *ne* weekly, 52 wks, direct.

CFRB Toronto

Nabob Products Ltd., Vancouver (coffee), 3 *sp* weekly, thru Cockfield Brown & Co., Toronto.

Christie Brown & Co., Toronto (bread), 3 *sp* weekly, thru Cockfield Brown & Co., Toronto.

G. Tamblyn Ltd., Toronto (chain druggists), 5 *sp* weekly, direct.

KYW Philadelphia

Coronet, Chicago (magazine), 18 *ta*, thru Schwimmer & Scott, Chicago.

Freihofer Baking Co., Philadelphia (bread), 1 *sa* weekly, for 52 weeks, thru Richard A. Foley, Philadelphia.

Radbill Oil Co., Philadelphia (Renusit cleaner), 6 *sa* weekly, for 13 weeks, thru Harry Feigenbaum, Philadelphia.

Standard Brands, New York (Stams), 5 *ta* weekly, for 13 weeks, thru Ted Bates Inc., N. Y.

P. Duff & Sons, Pittsburgh, 3 *sp* weekly, thru W. Earl Bothwell, Pittsburgh.

Dr. D. Jayne & Son, Philadelphia (cough remedy), 5 *sp* weekly, thru J. M. Korn, Philadelphia.

Bond Stores, New York (Bond clothing stores), 5 *sp* weekly, for 52 weeks, thru Neff-Rogow, N. Y.

KSFO San Francisco

Independent Druggists of California, 3 *ne* weekly, 52 weeks, thru W. C. Jeffries, Los Angeles.

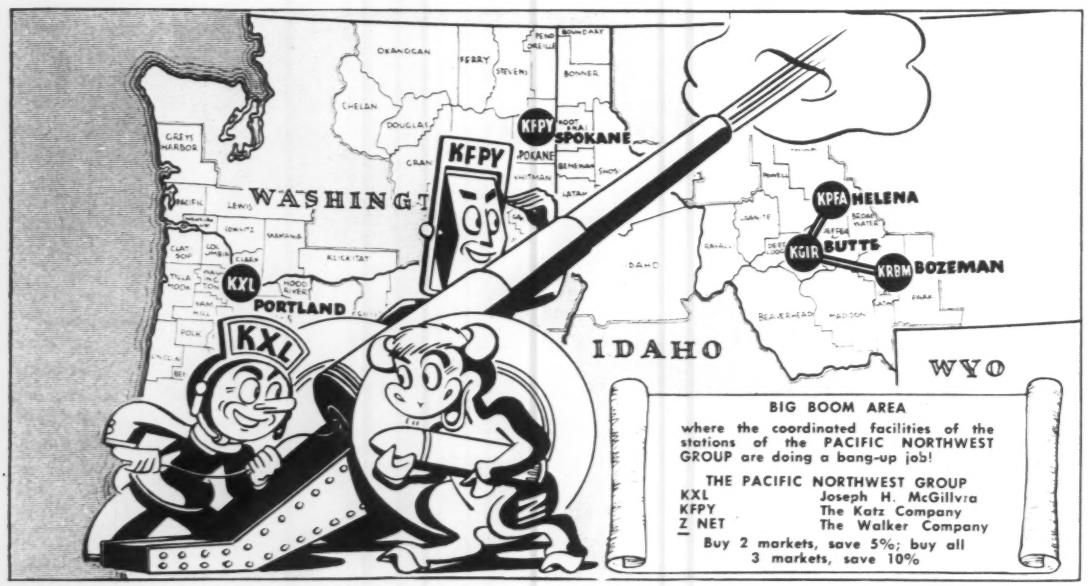
Harvest House, New York (book on reducing), 6 *sa* weekly, thru Huber Hoge & Sons, N. Y.

Federal Life & Casualty Co., San Francisco (insurance), *ne, ta, t, sa*, 52 weeks, thru Rose & Gladstone Agency, San Francisco.

WFIL Philadelphia

RCA, New York, *ta* series, 52 weeks, thru Ruthrauff & Ryan, N. Y.

Keystone Macaroni Co., Philadelphia (macaroni), 3 *sp* weekly, for 13 weeks, thru James G. Lamb, Philadelphia.



WLW REORGANIZES TRADE DEPARTMENT

REORGANIZATION of the Trade Extension Dept. of WLW Cincinnati, following the death of John E. Rudolph, director of the department, was announced by Robert E. Dunville, vice-president of the Crosley Corp. and assistant general manager, broadcasting division.

John A. Tappin, who has been manager of the grocery dept., WLW Trade Extension, now becomes director of WLW grocery trade relations. New manager of the grocery dept., in Tappin's place, is R. M. Fanning, formerly with the Andrew Jergens Co. Ralph E. Visconti, previously manager of the drug dept., is now director of WLW drug and tobacco trade relations. J. M. Zinselmeier becomes drug dept. manager. He was formerly with Procter & Gamble and Stanco Distributors.

Winton Continues Head Of Minneapolis Outlet

STOCKHOLDERS of Independent Merchants Broadcasting Co., operator of WLOL Minneapolis, have elected the following directors: Charles J. Winton Jr., David Winton, Ralph L. Atlass, Virginia Mittendorf and E. S. Mittendorf. Sale of WLOL to Ralph Atlass, owner of WJJD Chicago and WIND Gary, for $60,319 was approved two weeks ago by the FCC [BROADCASTING, Sept. 13].

Charles J. Winton Jr. will continue as president, with Mr. Atlass vice-president and Mr. Mittendorf secretary-treasurer and general manager of the station. Fred F. Laws, veteran Twin City radio man has been appointed sales manager.

P&G Replaces Serial

PROCTER & GAMBLE Co., Cincinnati, has cancelled *The Story of Mary Martin* on NBC five times weekly 3-3:15 p.m., and effective Sept. 27 will replace it with *A Woman of America*, P & G serial currently heard on NBC in the 10:45 a.m. period. Station lineup had not been determined last week, nor was it known what would be done with *Mary Marlin*. There is a possibility that Benton & Bowles, New York, agency for P & G Ivory Snow, product advertised on both programs, will purchase rights for this program from Jane Crusinbery, owner and script writer of the latter series.

Coast News Sponsors

McKESSON & ROBBINS, Bridgeport, Conn., (drug products), on Sept. 20 starts for 52 weeks sponsoring Chet Huntley-News Analysis on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KOIN KFPY KIRO), Monday through Friday, 3:55-4 p.m. (PWT). Placement is through J. D. Tarcher & Co. New York. Washington Cooperative Egg & Poultry Assn., Seattle, (dairy products), through Pacific National Adv. Agency, that city, on Sept. 18 started sponsoring that commentary on the same list of CBS stations, Saturday, 3:55-4 p.m. (PWT). Contract is for 52 weeks.

Radio Advertisers

ATLANTIC REFINING Co., Philadelphia, will sponsor the eight Ohio State football games at home and abroad scheduled for WBNS Columbus, starting with the Ohio-Iowa Navy Pre-Flight School encounter Sept. 25. Announcer for the series is Johnnie Neblett, Chicago free lance announcer and sportscaster, former sports and special events announcer for the station. N. W. Ayer & Son, Philadelphia, handles the account.

J. B. POWERS, of Export Advertising Assn., will conduct a clinic on export advertising for the advertising and selling course of the Advertising Club of New York.

PHILADELPHIA Electric Co., Philadelphia, started a new series of women's programs on KYW Philadelphia, *Ruth Welles at Home*, on Tuesdays, Wednesdays and Thursdays, 1:30-1:45 p.m. Miss Welles gives home economic information and other household tips. Series started Sept. 13 and continues for 26 weeks. Account placed by Al Paul Lefton Agency, Philadelphia.

MILES SHOE Co., New York, on Sept 13 started six weekly sponsorship of Paula Stone's 4:45-5 pm. program on WNEW New York, which has been heard on a sustaining basis for the past year. Program is titled *Hollywood Digest* Monday through Friday, and on Saturday is named *Broadway Beam*. Agency for Miles is Grey Adv. Agency, New York.

DAYTON SPICE MILLS, Dayton, Ohio, has renewed its contract with WLW Cincinnati for a substantial schedule of day and night station breaks for Old Reliable Coffee. Contract placed through Kircher, Lytle, Helton & Collett, Dayton.

EXTENDING distribution of its soy bean products to the Eastern section of the country, Soy Food Mills, Chicago, is using five times weekly participations on Alma Kitchell's *Woman's Exchange* program on WJZ New York, promoting Golden Wheat-Soy Mix, one for griddle cakes and waffles and another for muffins. Agency is Jim Duffy Inc., Chicago.

McMAHAN FURNITURE Co., Santa Monica, Cal. (retail chain), on Sept. 13 started sponsoring the five-weekly quarter-hour transcribed series, *Linda's First Love*, on KNX Hollywood. Contract is for 52 weeks. M. C. M. Agency, Santa Monica, has the account.

Convene by Air

CONVENTION by radio will be held Sept. 25 by the National Assn. of Foremen, says Frank H. Irelan, chairman of the convention committee. A one-hour evening broadcast is planned for local meetings of city and shop foremen's clubs throughout the country. Speakers include Charles E. Wilson, executive vice president of WPB; Paul G. Hoffman, president of Studebaker and national chairman of the Committee for Economic Development, and Lt. Gen. William S. Knudsen.

KASKEL's, New York department store, on Sept. 10 started *A Song and A Smile With Sandra Stuart* on WOV New York to promote furs and other goods. Program, quarter-hour five-times weekly show, features popular records, with Miss Stuart singing along with the discs. Agency is J. R. Kupsick Adv., New York.

CHEESE BOX, Lake Geneva, Wis. (assorted cheeses), new to radio, has placed 23 live announcements on WMAQ Chicago to run from Sept. 8-21. Announcements will emphasize early Christmas mailing to servicemen overseas. Account is handled by Caples Co., Chicago.

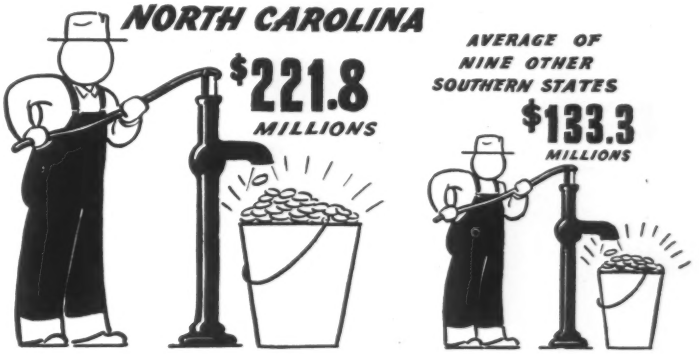
JEL-SERT Co., Chicago (Makamix flavoring), will start sponsorship on Oct. 4 of the morning quarter-hour children's program titled *Jolly Joe & His Pet Pals* on WGN Chicago. Contract, for 26 weeks, was placed by Wade Adv. Agency, Chicago.

MARSHALL FIELD & Co., Chicago, has started sponsorship of a five-minute transcribed music-and-interview series titled *The Personnel-Airs*, six afternoons weekly on WBBM Chicago and five mornings weekly on WGN Chicago. Program will feature brief interviews with present and prospective employes of the company. Contracts for 13 weeks were placed by Charles Daniel Frey Adv. Agency, Chicago.

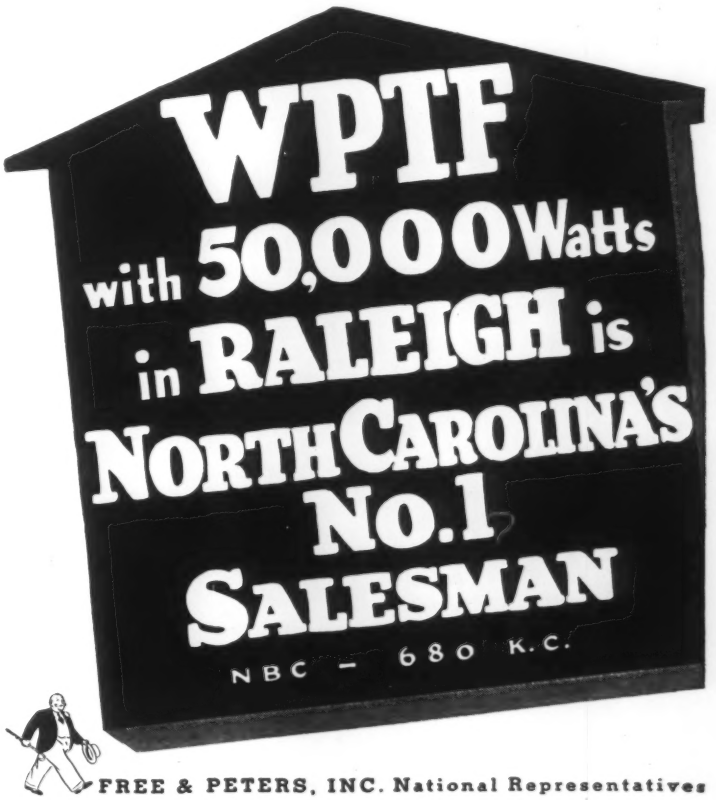
SOLVENTOL CHEMICAL PRODUCTS Co., Detroit, has started sponsorship of the quarter-hour Tuesday afternoon transcribed musical program titled *High Light House* on WGN Chicago. Contract, which is for 52 weeks, was placed by Holmes Associates, Detroit.

AMERICAN EXPRESS Co., New York (Travelers Cheques), on Sept. 21 renews sponsorship of the twice-weekly evening quarter-hour transcribed *Cheque Your Music* on WENR Chicago. Contract is for 26 weeks. Agency is the Caples Co., New York.

CASH INCOME and GOV'T PAYMENTS



Source: — Department of Agriculture, 1940



FREE & PETERS, INC. National Representatives

WBNX

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

250,000 or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

We all are in it
BUY WAR BONDS!

MARKMAN CLOTHIERS, Chicago (help wanted), has placed a contract for six 10-minute transcribed early evening programs weekly for 52 weeks on WIND Gary. Agency is Markleigh Adv. Agency, Chicago.

ADLER, Inc., Chicago (dress materials), on Sept. 6 started sponsorship of the noon five-minute six-a-week transcribed musical program titled *Personality of the Day* on WJJD Chicago. Contract, which is for 13 weeks, was placed by Gourfain-Cobb Adv. Agency, Chicago.

ROSEFIELD PACKING Co., Alameda, Calif. (peanut butter), on Sept. 23 starts sponsorship of *Skippy Hollywood Theater* on KOA Denver and on Oct. 20 on KGMB Honolulu and KHBC Hilo and on Aug. 27 added WHO Des Moines. Firm now using 14 stations. Account was placed by Garfield & Guild, San Francisco.

HARVEL WATCH Co., New York, sponsor of John B. Hughes on Mutual Sunday evenings at 10, from Sept. 12 until the end of the Third War Loan drive, is replacing its commercials with War Bond appeals. Hughes, in addition to his news commentaries, is interviewing servicemen recently returned from active duty during September, presenting each guest with a bond and a wristwatch. Agency is A. W. Lewin Co., New York.

MUSTEROLE Co., Cleveland, started the initial part of its fall and winter drive for Musterole, Musterole Cold Tablets, and Children's Musterole, Sept. 13, with a five-minute recorded musical program on three Canadian and two U. S. stations. Titled *Musical Curtain Calls*, and presenting various well-known singers such as Nelson Eddy, the disc is aired five-times weekly on CKCO CFRB and WOR, and thrice-weekly on CHRC and WWJ. Agency is Erwin, Wasey & Co., New York.

SURVIVED WRECK
Ens. Kilgore Left Diner to Read 'Broadcasting'

ENS. SCOTT KILGORE of the Navy Department, formerly CBS engineer in New York and vice-president - general manager of WNBZ Saranac Lake, N. Y., reports that he and his copy of BROADCASTING survived without injury the Labor Day wreck of the Congressional Limited.

Ens. Kilgore said he was eating supper in the ill-fated dining car and just four minutes before the wreck he went forward to his seat to finish reading his copy of BROADCASTING before arriving in New York. "I could just as well have remained in the dining car to read BROADCASTING as the car was not crowded, but for some reason or another I took the magazine and returned to my car," he said.

Fortunate enough to be in one of three forward cars which were not damaged Ens. Kilgore stated that when the accident occurred scarcely a shock was felt in his car and he didn't realize at first that a disaster had occurred.

OGILVIE FLOUR MILLS Co., Montreal (cereals), has started a spot announcement campaign on a number of Canadian stations. Account was placed by J. J. Gibbons Ltd., Montreal.

QUAKER OATS Co., Peterborough, Ont. (Aunt Jemima pancake flour), starts in October spot announcements on 14 Canadian stations. Account was handled by Spitzer & Mills, Toronto.

YOU CAN'T COVER
WISCONSIN Except
IN WISCONSIN
with the
WISCONSIN
NETWORK-
AFFILIATED WITH
MUTUAL
WISCONSIN
WE'RE HOME FOLKS
THAT'S WHY
We're not influenced by ANY
METROPOLITAN STATION, Regional or
National Network
WHBY Appleton
KFIZ Fond du Lac
WCLO Janesville
WIBU Poynette-Madison
WRJN Racine
WHBL Sheboygan
WSAU Wausau
WFHR Wisconsin Rapids
We're distinctly home folks—farmers who top the nation as No. 1 Dairy state; war workers on contracts totalling a Billion dollars. Yes, indeed cash income from crops alone this year is 75 million and from livestock ½ billion dollars. You can't afford to pass up this active market.
The low-cost way to sell Wisconsin folks is via the Wisconsin Network—each station has its OWN loyal following with its OWN local identity as well established as that of the leading department store or grocer, and with the same influence. Each station is heard ALL THE TIME, not just when the weather is right. Is it any wonder then the Wisconsin Network is making many advertisers happy with results never before believed possible? It will pay you, too, to use the Wisconsin Network!
WISCONSIN NETWORK, Inc.
MAIN OFFICE-- WISCONSIN RAPIDS, WISCONSIN

ROBERTS BIOLOGICAL Laboratory, Toronto (Allergi-tabs), has a spot announcement campaign on a number of Ontario stations. Account was placed by MacLaren Adv. Co., Toronto.

GOLDEN STATE DEPT. STORE, Los Angeles, on Sept. 13 started a Sunday afternoon 45-minute program of recorded popular music, as well as a quarter-hour evening broadcast of waltz transcriptions on KFAC. Both contracts are for 13 weeks. Ned Newman Adv., Los Angeles, has the account.

FITZSIMMONS STORES, Los Angeles (chain grocers), out of radio two years, on Sept. 7 started a five-weekly quarter-hour newscast on KECA Los Angeles for 52 weeks. McElroy Adv. Agency, Los Angeles, has the account.

WILCOX GAY Corp., Los Angeles (institutional), has started a weekly 30-minute program titled *Recordio Presents* on KFAC Los Angeles. Contract is for 13 weeks, having started Sept. 4. Coast Western Adv. Agency, Los Angeles, has the account.

SOUTHERN CALIFORNIA Naval Uniform Distributors, Los Angeles, new to radio, has started a weekly quarter-hour transcribed program, *Our Navy's Fighting Heroes*, on KFI Los Angeles, and KGB San Diego. Both contracts are for 14 weeks, having started in early September. Agency is Hillman - Shane - Breyer, Los Angeles.

FOREMAN & CLARK, Los Angeles (Navy uniforms), on Sept. 12 started the weekly quarter-hour transcribed program, *Our Navy's Fighting Heroes*, on KPO San Francisco. Contract is for 14 weeks. Agency is Botsford, Constantine & Gardner, Los Angeles.

GROVE LABS, St. Louis (Bromo-Quinine), is sponsoring the 10:15-10:30 p.m. quarter hour of the *Sunset Valley Barn Dance*, Saturday night show heard over KSTP St. Paul, Minn.

MERCO-NORDSTRAND Co., Oakland, Calif., (valves), has started, on KGO San Francisco, sponsorship of Maj. Gen. Paul B. Malone (retired), military analyst, for a three weekly 15-minute news commentary. Contract is for 13 weeks. Agency is Ralph Jewell, Oakland.

INLAND MANUFACTURING Co., Dayton, Ohio, subsidiary of General Motors, has purchased an early morning sports program on WING Dayton.

P. S. BUSTIN DRUG Co., Toronto (cough medicine) has started transcribed spot announcements on a number of Ontario stations. Account was placed by Frontenac Broadcasting Co., Toronto.

LONDON HOUSE PRODUCTS Ltd., Montreal (tea and coffee), has started spot announcements on Quebec stations. Account was placed by Canadian Adv. Agency, Montreal.

TERMINAL ISLAND Fish Packers Ass'n., Terminal Island, Cal., on Sept. 20 starts two-week campaign of more than 100 announcements on KGER and KFOX Long Beach. Group on that date starts a five-minute program twice-daily on KFOX. Allied Adv. Agencies, Los Angeles, has the account.

AGASH Refining Corp., Brooklyn, is expanding its spot campaign for Royal Cook edible oil with the addition of spot announcements following news programs on WNEW and WMAC New York. These schedules went into effect the latter part of August. Company continues participations on *Dr. Eddy's Food & Home Forum* on WOR New York, and is completing negotiations for additional time in New York. Agency is Diener & Dorskind, New York.

CBS In Greatest Promotional Drive

Spending Nearly $1,000,000 To Promote Listening

BEGINNING Sept. 25, CBS stations in 119 cities will launch simultaneously what CBS has announced as "the most comprehensive and powerful campaign of voluntary program promotion ever undertaken in network radio," to promote the network's commercial programs.

Radio, with more than 45,000 special announcements, including some 600 invitations to listen recorded by the stars of CBS sponsored shows; "sustained, frequent and sizeable space" in newspapers with a combined daily circulation of more than 12,000,000; car cards in all CBS "station cities" where transportation advertising is available, to a total monthly passenger circulation of over 840 million; more than 500,000 posters, with an initial showing of 65,000; extensive direct mail promotion, including more than 500,000 miniature posters, will also be used in the campaign.

Cost Shared

To run for a minimum of 26 days, and up to two months if the stations want to continue it, the campaign over-all cost is estimated as close to $1,000,000, to be prorated between the network and the individual affiliate stations. Noted artists, such as James Montgomery Flagg, Bertram Zadig, Hugo Gellert, John DeGroot, Fred Chance and Gig Goodenow, were engaged to produce the posters, many of which present portraits of CBS stars and directors drawn by Flagg.

Thomas D. Connolly, director of program promotion, is credited with instigating the special promotional campaign, although Paul Hollister, vice-president in charge of advertising and promotion, and the entire network promotion staff, have devoted much of their energy to this drive during the past few months.

Announcement emphasized that this campaign in no way replaces the normal advertising of the network or its stations, but is "superimposed" on the regular procedure of program promotion.

"E"

means the easiest way to sell in the nation's greatest war arsenals.

SEE PAGES 22-23

Big Bones

FIVE-POUND dice are used in *Shoot the Works*, a half-hour quiz program started on WMCA New York, Sept. 18, for Herbert's Blue White Diamonds, New York. Dice determine the winnings due a contestant who successfully answers a question given by Joe O'Brien, m.c. Dice are rolled onto a runway—a mike suspended overhead carrying the sound to listeners. Account placed direct.

802 Levies Tax; First AFM Concert Date Made

ONE PER CENT TAX on scale wages of all members of New York AFM Local 802, was voted at regular September by-law meeting, for the purpose of augmenting the Local's general fund. At the "price list" meeting in April, 802 membership killed the 3% unemployment tax which had been in effect for several years. Jacob Rosenberg, president of the Local, presided at last Monday's session, which was attended by 1,000 of the 22,000 members.

Harry Suber, treasurer of 802, in charge of arrangements for the free concerts to be given by the New York Philharmonic-Symphony Orchestra in near-by localities as part of a series sponsored by the national AFM, reported that the opening concert in the New York series will be given in Poughkeepsie, on Sept. 23.

Magazine Deal

IN A COOPERATIVE deal with 187 stations, Kermit - Raymond Corp., New York, is promoting a number of publications, including *Liberty Magazine*, the *Ace Fiction* Group, *The Flying Aces*, *Secrets* and *The Woman*. Under the present arrangement, started last December, Kermit-Raymond supplies stations with radio shows which may be sold to a local sponsor. In exchange, the stations contribute 50-word spot announcements for publications serviced by Kermit-Raymond. Spots are distributed at the rate of about four a week for all magazines.

McClatchy Insignia

CHECK of $1,500 from Eleanor McClatchy, president of McClatchy Broadcasting Co., Sacramento, and payable to Walt Disney for creation of Scoopie Bee and Gabbie Bee, has been turned over to Army Emergency Relief Fund at Disney's suggestion. Characters are used as masthead insignia for the McClatchy newspapers in Sacramento, Fresno and Modesto, as well as the syndicate's five stations KFBK KMJ KWG KERN KOH.

FIRST RADIOPHOTO service between the United States and Brazil was inaugurated Sept. 7, operated by Mackay Radio and Telegraph Co., an associate of the International Telephone and Telegraph Corp. Mackay Radio's president, Admiral Luke McNamee said the service has been arranged through the cooperation of the Coordinator of Inter-American Affairs. Located at Rio de Janeiro the operating unit is the Campanhia Radio Internacional de Brasil.

The DETROIT Area Hits A NEW HIGH!

... AND CKLW KEEPS PACE!

5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

In This, America's Third Market, retail business is setting new records, and CKLW time-sales to major retailers is at an all-time high. On the basis of proven results at definitely lower cost, you can't make a better buy.

MEET OUR PRECOCIOUS PIPE-ORGAN

A pipe-organ that talks, and *thinks*, too. And often makes pert remarks right in the middle of the program.

The organ is WAPI's. The program is "Organ Quiz"—on the air Monday through Friday, 10:30-10:45 A.M. And the organ is actually the star of the show. Listeners send in questions which the organ attempts to answer musically, by playing a tune whose title provides a humorous reply. Dollars in war stamps are given as prizes. With extra dollars for unanswered questions. And when the organ answers a puzzler correctly (thus saving a dollar), it chuckles right on down to its bass pipes.

The man behind the console is WAPI's Stanleigh Malotte, veteran theater and network-radio showman, whose dexterity on the pipes is matched only by the swiftness of his wit. Third party on the show is master-of-ceremonies Jimmie Willson, who reads the questions, sings songs, and swaps banter with Stan and the organ.

1,090 entries were received in only 4 broadcasts of "Organ Quiz" recently. That's typical of WAPI showmanship. Down here, showmanship means salesmanship. And salesmanship is what makes us "The Voice of Alabama."

Ask us or Radio Sales for particulars about "Organ Quiz"—or other WAPI *ideas*.

WAPI BIRMINGHAM

The Voice of Alabama

COLUMBIA NETWORK

Represented nationally by Radio Sales

The TEXAS RANGERS now

Selling Cold Tablets on WCCO

Minneapolis-St Paul

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

CBS Stops

(Continued from page 7)

ing in succession, give sandwich-space to these divorced commercials.

"This places the responsibility for control and correction squarely at the network's door. It is a responsibility not only toward the listening public but toward our stations and our advertisers, whose interests and audience we hold, in large degree, in trust."

Audience Reaction

To meet that responsibility, CBS reports that it has analyzed audience reaction to the triple-announcement technique and found strong evidence against it, that it has presented the problem to the CBS Affiliates Advisory Board and secured "an enthusiastic vote of station cooperation," and that it isc now asking any of its advertisers who are using either hitchhike or cow-catcher announcements "to absorb such advertising into the framework of their entertainment programs as rapidly as their plans will permit—with final elimination of these simulated spot announcements by October first of next year."

Noting that the station-break commercial in itself constitutes no "triple-threat" and when properly handled creates no audience disapproval, and also that from 30% to 50% of the station's own revenue comes from this source, CBS reports that when the matter was discussed with the Affiliates Advisory Board, these representatives of CBS stations, at their Sept. 15 meeting adopted the following resolution:

"Resolved, that in view of the steps which CBS is taking to eliminate simulated spot announcements before the opening and after the closing of network programs, all members of the CBS Affiliates Advisory Board will, by October 1, 1944, and to the fullest possible degree before that date, observe the following restraints in the broadcasting of station-break announcements, and will cooperate with CBS in effecting the same policy on all affiliated stations:

"First: Station-break announcements, wherever feasible, will be limited to service announcements, such as time signals, weather reports (when permitted) and other service bulletins.

"Second: Sponsorship of such station-break announcements will be limited to products which do not compete with products advertised on either the preceding or following network program.

"Third: Adequate 'dead air' or pause will be left between the closing of a network program and the station-break announcement, likewise between the closing of the station-break announcement and the opening of the next program, to avoid hurried delivery or 'crowding', and to provide an appropriate cushion between the station-break announcement and both network programs."

ORVILLE J. NEUWERTH, formerly production manager at WBBM, Chicago, has been named to the position of assistant program director effective Sept. 20 to succeed Les Mctchell, who has resigned to freelance. George Case, of the WBBM production staff, will take over Neuwerth's duties.

ARTHUR FORCE, radio news editor for the OWI News Bureau, is to be inducted into the Army Oct. 5 at Ft. Meade, Md., as a private. He has been in Washington for a year, coming from NBC New York, where he was night news editor. No successor has been named.

Radio Retail Film In Debut Oct. 12

Business; Federal Officials To View NAB Presentation

NATIONAL premiere of radio's great cooperative promotion in the department store field will take place at Washington, Tuesday, Oct. 12. Under the auspices of the Washington stations, a representative audience of merchants, editors, and government officials will see a motion picture and slide film presentation on problems of retailing and what radio offers for their solution.

The presentation is divided into five parts:

(1) History and Development of Retailing.
(2) Distribution Tomorrow.
(3) America Takes to the Air.
(4) Why Radio Works.
(5) Retailing's Future in Radio.

More than 90 actors took part in the section "Why Radio Works". Specially interesting to retailers will be the section on postwar problems of distribution. Sheldon R. Coons, former manager of Gimbel Brothers, and the national authority retained by the NAB Retail Promotion Committee to make the studies and supervise the promotion, said that while the retailer has his worries now, these may "pale into insignificance when compared to those likely to face him in the post-war economic upheaval". He added that the film study has "a powerful story to tell—a story so factual as to be an eyeopener."

Sectional Tours

"To my knowledge," Mr. Coons said, "this is the first time where one industry has made such a sizeable investment in a study which would lead to the solution of the problems of another industry. We owe the National Dry Goods Assn. no little appreciation for its endorsement and its constant encouragement of this project."

After the Washington showing 16 representative leaders of radio, each equipped with films and projectors, will start sectional tours to 120 cities of 75,000 population or better, in all parts of the country. In each city invitations will be extended by local committees of radio and retail executives. It is expected that 25,000 local leaders in these fields will view the presentation by Nov. 10.

Is Your Sponsor Unhappy?

When sponsors get restless — and begin to eye program ratings — it's time to use FILMACK.

FILMACK — a powerful promotion that lures the ears of thousands of movie theatre goers — can build up any program and drive away your "sponsor restlessness."

FILMACK operates chiefly on sustaining time—and a few pennies of your former promotion budget.

Write FILMACK Today — asking for details —and make this a profitable day.

1325 S. Wabash Ave. Filmack Chicago, Illinois

20 Years OF LEADERSHIP

590 K.C. BASIC NBC 5000 WATTS

OMAHA+ 333 COUNTIES

JOHN J. GILLIN, JR. PRES JOHN BLAIR & CO. REP

"E"

Where is it more than merely the fifth letter of the alphabet?

SEE PAGES 22-23

New Parts of Radio Spectrum To Be Available, States Fly

Warns Educators They Must Take Advantage of FM Band Made Available for Their Use

WHOLE new portions of the spectrum, formerly deemed useless, have been opened through wartime research and will be available after the war, FCC Chairman James Lawrence Fly told the Federal Radio Education Committee luncheon session last Friday at the Hotel Statler, Washington.

Chairman Fly warned the educators they must take full advantage of the choice FM frequencies available if they are to retain them since expanding need for world-wide communications and new aviation uses in all probability will crowd the post-war spectrum even more tightly than the smaller spectrum was jammed before the war.

George Adair, Assistant Chief Engineer of the FCC, addressed the afternoon session on FM broadcasting and its possibilities as an educational aid and suggested a way of modernizing educational programs through the use of FM stations by school systems.

Not to Early

Chairman Fly urged that it is not too early to begin plans for use of the five educational channels. "Plans should be laid now to get going at the earliest possible date," he said. "For inevitably, after this war, there will have to be a reshuffle of frequency assignments."

Recalling that educational institutions were among the first to pioneer in the radio medium and to receive radio broadcasting licenses, he reminded the committee the majority of the early educational stations have dropped by the wayside and warned that history could repeat itself.

Paying high tribute to programming achievements of commercial broadcasters, Chairman Fly reminded that educational programs will be competing, so far as general listeners at least are concerned, with the best that commercial radio can offer. "On the FM radio band, let me assure you, you're going to be travelling in fast company," he said. Symphony and opera are education whether they are treated in the classroom or are sponsored, and "the news programs which have done so much to make commercial radio an indispensable part of our daily lives are no less educational because they are not called courses in current events", said Chairman Fly.

Mr. Adair told the group that the only logical course to take in meeting the challenge of present-day conditions and the distraction of competing interests is to "make the courses of study and their presentation such as to demand the interest of the students." The problem, for solution, he said, is to make competing interests allies instead of trying to fight them.

WSAY LOSES PLEA TO RESTRAIN AFM

ATTEMPT of Gordon Brown, owner of WSAY, Rochester, to get an immediate restoration of network musical program service failed last week when New York Supreme Court Justice William F. Love denied his motion for a temporary injunction against James C. Petrillo, president of the AFM, and the AFM local in Rochester.

Mr. Brown had asked for the temporary injunction pending trial of his action for a permanent injunction, plus undetermined damages, charging the local and national unions with illegally coercing the BLUE and Mutual networks into refusing to feed musical programs to WSAY since last July, when the station refused to hire five musicians as demanded by the local. Dispute is now pending before the War Labor Board.

Judge Love said that malice, coercion or intent to destroy WSAY's business had not been proved, although the trial of the suit might develop a different showing. Case is scheduled for the fall calendar.

Coffin Joins CBS

TRISTRAM COFFIN, special assistant to OWI Director Elmer Davis, has resigned to join the news staff of CBS in Washington, D. C., Sept. 20 as reporter-announcer. Mr. Coffin has been with OWI since its creation in June, 1942, coming into the agency from the old Office of Facts & Figures. He had been with Robert Allen of *Washington Merry-Go-Round*, a reporter on the *Indianapolis Times* and newscaster at WIRE Indianapolis.

MBS Answers

TO ANSWER "the questions people are asking" about Mutual's new Daytime Playhouse plan [BROADCASTING, Aug. 30], the network last week mailed out 5,000 copies of a 22-page booklet entitled "Questions and Answers on The Mutual Daytime Playhouse" to advertising agencies throughout the country, to Mutual's 211 affiliates as well as all other stations. Enclosed with the booklet was a letter signed by Miller McClintock, president of MBS.

Television Subsidiary

COLUMBIA CONCERTS Inc., New York, has organized a radio-television department under the direction of Walter Preston, free-lance performer, director and executive in radio and recorded music for 19 years. Radio and television activities of Columbia Concerts and opera stars, heretofore handled by various divisions, will clear through the new department.

LOOKS LIKE EVERYBODY'S MOVING TO ATLANTA

Well, maybe not everybody, but more than 46,000 have moved into Atlanta's home counties of Fulton and DeKalb during the past three years. Of course, these folks live practically under WAGA's antennae—all of which demonstrates that, if you want to reach the CREAM of the Georgia market, WAGA's the station to buy, *and at a smaller cost per potential listener!*

WAGA
ATLANTA
A FORT INDUSTRY STATION
5000 WATTS
DAY AND NIGHT
590 KC.
National Representatives
HEADLEY-REED COMPANY

BUY WAR BONDS

Good Engineering has always been the Basic Foundation of Every Really Successful Radio Station

COMMERCIAL RADIO EQUIPMENT CO.
Radio Engineering Consultants
Hollywood, Calif. | Silver Spring, Md. (Washington, D. C.) | Kansas City, Missouri
Also operating K49KC, Kansas City's Pioneer Commercial FM Station

...they laughed
when we sat down to play

[THEY DIDN'T KNOW SO MANY WOULD LIKE IT!]

Some big guys figured we were just shrimps. Until

all of a sudden people realized there was a dark-horse radio station

that Mr. C.E. Hooper said so many people listen to. And it was US! Our doors practically fell off

with all the sponsors wanting us to play for them and sell their apples. We can sell your apples, too, no doubt!

So sit down and tell us ALL! Our bright boys will suggest ways and means!

Write, wire or 'phone for availabilities. (And there aren't many left either!)

EXCLUSIVELY BLUE

WTCN

MINNEAPOLIS-ST. PAUL • MINNESOTA

Free & Peters, National Representatives

Television Plan

PROGRAM for post-war television was announced last week by Norman D. Waters, president of American Television Society. Five-point plan calls for active live-talent production by all television studios; encouragement of FCC to remove its prohibition of ownership of more than three television stations by a single organization and to put operation on the same basis as sound broadcasting; co-operation with radio, theatre, movies, schools and publications, with a committee studying their relationship; a central clearing house supplying television information to advertisers and agencies; and the advice that no changes be made in technical standards causing delays at the war's end.

Townsend Talks

TOWNSEND NATIONAL Recovery Plan, Los Angeles (political), on Sept. 20 starts sponsoring a six-weekly quarter-hour transcribed political talk on KLS Oakland, and KTKC Visalia. Group also sponsors that program five times per week on KGER Long Beach, KPAS Pasadena, and KFMB San Diego. Other stations will be added to the list. Lisle Sheldon Adv., Los Angeles, has the account.

RADIO PROGRAM guide with station tabs for insertion in slots next to the time of day or night when desired program is broadcast has been designed by Broadcasting Program Service, New York. Local station call letters may be written on reverse of tabs by erasing the glazed surface.

Prophecy Spots

VOICE OF PROPHECY Inc., Los Angeles (religious), besides sponsoring the weekly half-hour *Voice of Prophecy* on 209 Mutual-Don Lee stations, also uses a transcribed version of that program on some 40 stations nationally. Weekly Spanish and Portuguese transcribed translations are also released on 45 stations in Central and South America. Latter series is being cut by Radio News Reel Recording Division, Hollywood. NBC Radio-Recording Division, Hollywood, transcribes the English version. Agency is J. C. Hoskin & Associates, Chicago.

MBS Signs Symphony

MBS has scheduled the Cleveland Symphony Concert series, arranged between network and orchestra officials [BROADCASTING, Aug. 9], Sunday 9 to 10 p.m., beginning Oct. 10. This necessitates moving *The Old Fashioned Revival*, sponsored by Gospel Broadcasting Assn., Los Angeles. Mutual executives said the GBA had been offered the 7-8 and the 11 p.m. to midnight Sunday hours, but that no decision has been made. Revival agency is R. H. Alber, Los Angeles.

Fij-Oil Expands

CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil Shampoo), has contracted for weekly station break announcements for 52 weeks to start Nov. 3 on WENR Chicago, in addition to daily spot announcements and five-a-week five-minute programs on WCFL Chicago. Agency is Malcolm-Howard, Chicago.

NO ERRORS!

War is not a baseball game! Each hit really counts—in terms of enemy ships and planes. The effectiveness of a gun is measured in terms of the number of objectives it reaches. And each shot is carefully, scientifically plotted. Too much is at stake to allow for errors.

Radio broadcasting cannot afford to be hit-or-miss, either. Every message is effective only in terms of the listenership. The station which reaches the largest share of Canada's richest market has proved its worth. CFRB broadcasts half the leading sponsored programmes in a key area, fed by three stations. That is the measure of CFRB's effectiveness—a record well worth noting.

CFRB
TORONTO

DISCUSSING PLANS for the WLW contract calling for the sixth consecutive year of broadcasting over WLW by the Manhattan Soap Co., New York, are Rae B. Elbroch (1) timebuyer for Franklin Bruck Adv. Corp., N. Y., and Archie Tarr, advertising manager for the Manhattan Soap Co. Renewal of the contract is for thrice-weekly quarter-hour newscast which promotes Sweatheart Soap.

AGENCY Appointments

PETRI WINE Co., San Francisco, to Young & Rubicam, San Francisco. Firm currently sponsors the weekly quarter-hour *Sherlock Holmes* on Don Lee stations. Account was formerly serviced by Erwin, Wasey & Co., San Francisco.

MELETIO SEA FOOD Co., St. Louis, to H. B. LeQuatte Inc., New York, for Golden Dipt, a prepared breading. Media plans not set till completion of distribution set-up—a matter of several months.

FAMOUS DEPARTMENT STORES, Los Angeles (retail), to Brisacher, Davis & Van Norden Inc., Los Angeles. Radio being used.

WESTERN AUTO SUPPLY Co., Los Angeles (chain), to BBDO, Los Angeles. Pacific Coast spot campaign is planned, starting in late September.

FIDELITY CHEMICAL PRODUCTS Corp., Newark, N. J. to Sheldon, Morse, Hutchins & Easton Inc., New York, for a new anti-slip and floor cleaning product. No radio contemplated for the moment.

TAMPA SHIPBUILDING Co., Inc., Tampa, Fla., to R. E. McCarthy Adv. Agency, Tampa.

MT. EDEN Wine Co., NYC, to H. C. Morris & Co., Inc., NYC.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Peets granulated soap), to Leon Livingstone Adv. Agency, San Francisco.

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, National Representatives

News For Krank's

CONSOLIDATED ROYAL Chemical Co., Chicago (Krank's Shave Cream), beginning Sept. 18 will sponsor a quarter-hour news program on WBBM Chicago, for 26 weeks. Program will feature Robert F. Hurleigh, PA central division manager, formerly Washington *Times* and *Post* newspaperman. Mr. Hurleigh was news editor of WOL Washington four years, becoming director of news for WFBR Baltimore in 1936. He joined the raido subsidiary of Associated Press in 1941. Agency is Arthur Meyerhoff, Chicago.

Engineers Contract

WITH two major changes agreed upon, renewal of contract between KFI-KECA Los Angeles, and National Association of Broadcast Engineers & Technicians was concluded Sept. 10. Contract calls for reduction in the spread of scales for studio and transmitter engineers from present nine-year basis to six years. Wage scale would range from $225 to $340 monthly. Supervisory staff receives increases of $20 per month. Contract has been submitted to the 10th Regional War Labor Board, San Francisco.

Music and Football

LEAF CHEWING GUM Co., Chicago, starting Oct. 16 will sponsor *Musical Scoreboard*, a quarter-hour Saturday afternoon program of music and the day's college football scores on WGN Chicago. The contract is for seven weeks. Agency is Bozell & Jacobs, Chicago.

BEST RADIO BUY IN BALTIMORE!

WCBM

AND THE BLUE NETWORK

John Elmer, President — Geo. H. Roeder, Gen. Manager

FREE & PETERS Exclusive National Rep.

Watson-Dodd Ban Held Not Binding

Invades Executive Authority, President Tells Congress

PRESIDENT ROOSEVELT told Congress last Tuesday that he would not be bound by the provision in the Urgent Deficiency Appropriation Act of 1943 calling for the removal from office after Nov. 15 of Goodwin Watson and William E. Dodd Jr. of the FCC's Foreign Broadcast Intelligence Service and Robert Morse Lovett, Secretary of the Virgin Islands.

The provision directs that no money be paid to the three officials after Nov. 15 unless they are nominated by the President and confirmed by the Senate. It was attached to the Deficiency Bill enacted before Congress recessed in July, as a compromise to House demands for the immediate ouster of the officials and Senate refusal to accept the amendment. The House had charged the men with subversive political affiliations [BROADCASTING, July 5, June 28].

Would Have Vetoed

The President's message to the Senate expressed his view that the rider "is not only unwise and discriminatory, but unconstitutional". He explained he would have vetoed the bill if it had been possible to do so without delaying essential war appropriations and that the Senate had yielded to the House for the same reason.

Ex-Lax Also Challenges FTC on Ad Text Warning

FEDERAL TRADE Commission has no authority to compel use of certain specific phraseology in advertising and has no jurisdiction over subject matter of warnings and directions for use of a medicinal product like Ex-Lax, asserts Ex-Lax Inc., Brooklyn, and the Joseph Katz Co., Baltimore agency for Ex-Lax, in a joint reply to an FTC complaint of misrepresenting its therapeutic effects and failing to reveal harmful consequences that may result from its use. The challenge to Commission authority to specify, in effect, the subject matter of warnings is similar to the stand of Miles Labs., Elkhart, Ind. concerning one of its remedies [BROADCASTING, Sept. 6] in which Miles charges the FTC with assuming powers belonging to the Federal Food & Drug Administration. The question of jurisdiction can be decided only in a Circuit Court on appeal from a Commission order restraining advertising practices cited in the complaint.

Stanco Bows to FTC

STANCO Inc., New York, and its agency, McCann-Erickson, New York, have stipulated with the Federal Trade Commission not to use advertisements for Mistol Drops and Mistol Drops with Ephedrine which do not reveal that the preparations are dangerous to persons suffering from certain conditions and excessive use may cause nervousness and sleeplessness. If the warnings appear in the labeling the advertisements need only contain a caution to use only as directed.

Graysons Drop Series

GRAYSONS SHOPS Inc. of California (West Coast women's apparel chain), without explanation or advance notice and 11 weeks before the expiration of its network time contract, cancelled on Sept. 5 the weekly half-hour program *Stop and Go* on six NBC Pacific coast stations. Settlement is being worked out for filling billing amounting to $13,000. Program featuring Joe E. Brown as emcee had been on NBC for 15 weeks. Agency is Milton Weinberg Adv. Co., Los Angeles.

ROBERT WEST HOWARD, associate editor of *Farm Journal*, has been appointed Editor-in-Chief of *Pathfinder Magazine*, Graham Patterson, publisher of both publications, has announced. Mr. Patterson succeeds Emil Hurja as editor of the weekly.

Pro Games on WWSW

FOR the 10th consecutive pro-football season, WWSW Pittsburgh will broadcast the complete ten-game schedule of the newly-merged Pittsburgh Steelers and Philadelphia Eagles team. Sponsored by Spear Men's Shop of Pittsburgh, the broadcasts will be handled by Joe Tucker, WWSW sports announcer, aided by Bill Cullen. The first game is scheduled for Oct. 2 when Brooklyn plays at Philadelphia.

A TOTAL of 40 stations in the United States and Canada had purchased *The Weird Circle*, two months after NBC's Radio-Recording Division put the transcribed mystery series of 26 half-hour programs on the market.

NO, SIR— NELL (Ky.) AIN'T "GOOD"!

In this case, believe it or not, "our Nell" is an actual town in Kentucky—but so help us, she ain't really *ours*. She belongs to the big, cosmic stations that cover everything—even poor Nell! WAVE covers, primarily, the Louisville Trading Area. But that, as it happens, is the area that *does more business* than all other counties, cities, towns, hamlets, whistle stops and lonely cabins in the State. Why don't you quit bothering ole Nell?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

RATION FREE

As long as our present allotment of paper permits, you can still own your OWN copy of BROADCASTING and avoid the big rush for someone else's well-used copy on B-day.*

*BROADCASTING ARRIVAL DAY

BROADCASTING
National Press Bldg.
Washington 4, D. C.

SEND ME THE NEXT 52 ISSUES AND THE NEW YEARBOOK NUMBER.

☐ $5 Enclosed
☐ Bill Later

Name

Firm Title

Address

City State

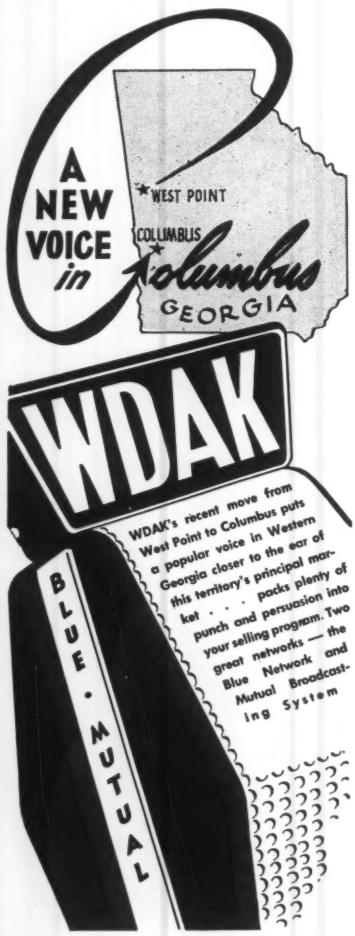
Bell Heads New OWI Overseas Bureau in L.A.

FORMATION of the Los Angeles Overseas Bureau of OWI, with Ulric Bell as chief, has been announced by Robert E. Sherwood, director of the Overseas Branch. The new Bureau represents a consolidation of OWI overseas operations in Southern California wh ch deal with various media employed in disseminating information outside the western hemisphere. Major emphasis of the Bureau is upon service to the motion picture industry.

Mr. Bell has been OWI Overseas representative in charge of liaison with the motion picture industry since October, 1942. Prior to entering Government service, he served 25 years with the *Louisville Courier-Journal* as reporter, city editor, Sunday editor and Washington correspondent. Offices of the new Bureau are in the Taft Bldg.

Wolff Leaves OWI

NAT WOLFF, Hollywood Deputy Chief of the OWI Domestic Radio Bureau, has resigned and will join MGM to lay groundwork for future television and motion picture coordination. Cornwell Jackson, deputy assistant, has been recommended by Mr. Wolff as his successor to the OWI Hollywood post. Jack Murphy, announcer of KFRC San Francisco, has joined the Overseas Branch of OWI in San Francisco.


A NEW VOICE in
WEST POINT
COLUMBUS
Columbus
GEORGIA
WDAK
WDAK's recent move from West Point to Columbus puts a popular voice in Western Georgia closer to the ear of this territory's principal market . . . packs plenty of punch and persuasion into your selling program. Two great networks — the Blue Network and Mutual Broadcasting System
BLUE • MUTUAL

Joint Board Plans Post-War Studies

To Formulate Suggestions To FCC, Other Organizations

RADIO TECHNICAL Planning Board, to make studies to develop post-war radio services and products, was officially launched last Tuesday at the Hotel Roosevelt, New York, when nine industry and service groups unanimously approved in principle the organization plan developed by committees of the Radio Manufacturers Assn. and the Institute of Radio Engineers.

In addition to the RMA and IRE, the nine sponsoring organizations include: American Institute of Electrical Engineers, American Institute of Physics, American Radio Relay League, FM Broadcasters Inc., International Assn. of Chiefs of Police, NAB, NIB. Other "sponsors" are expected to join RTPB later for work on many technical projects, including utilization of the broadcast spectrum and system standardization of television, FM and other public radio services.

General plan of the RTPB organization, which will formulate recommendations in the FCC and other organizations concerned, will be developed in detail at another meeting to be held in New York Sept. 29.

RMA Meeting

Problems of war and postwar production of radio apparatus and parts held the spotlight at the annual fall meeting of the Radio Manufacturers Assn., held last Wednesday and Thursday at the Roosevelt Hotel, New York.

Meetings of the RMA set and parts divisions on Wednesday morning were concerned largely with problems of manpower and of the termination of Government wartime projects, including the disposition of war inventories, and production and pricing of new receivers and parts, etc. Post-war planning committee session in the afternoon discussed the probable post-war situation, with the need for surveys and for adequate advertising and public relations to acquaint the public with the situation which will prevail in the industry when peace comes.

Board of directors, meeting Thursday morning with RMA president Paul V. Galvin presiding, heard and acted on reports from officers and committees. About 100 radio manufacturers attended the two-day session.

It was announced that the RMA tube division will meet with the WPB Radio & Radar Division in Washington on Tuesday, Sept. 21, to discuss the allocation of facilities for the manufacturing of radio tubes for non-military use in receiving sets and broadcast station transmitters.

Moves to CBS

BOURJOIS Inc., New York, which has presented *Here's to Romance* on BLUE for Evening in Paris cosmetics since April, is moving the show Oct. 14 to CBS. Foote, Cone & Belding, New York, disclosed no reason, but possibly the company wants a later time than its current 6:05-6:30 spot Sunday evenings. It will be heard on the full CBS network of 139 stations Sundays 10:30-11 p.m. Dick Haymes, singer, and Dave Broekman's orchestra are featured.

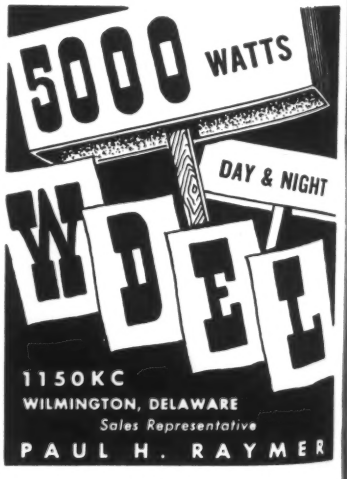
Firms Accuse Program Of Infringing Upon Idea

COMPLAINING that the essential theme, script and title of the program *Guess Who* is its exclusive copyrighted property, Audioscriptions, New York, has taken action toward obtaining an injunction, an accounting of profits and damages for the broadcast of a series by that title on WOR New York. Centering on the identification of well known voices presented via recordings, the program started on WOR for Sheffield Farms Co., Aug. 11. Agency is N. W. Ayer & Sons, New York.

Similar legal action was contemplated last week by Kermit-Raymond Corp., New York, on the basis that they had purchased from an individual the rights to a program of that title broadcast on WTMJ Milwaukee in 1937 and 1938, and had offered the show for sale. Firm had approached the agency and station on the subject of possible infringement four weeks before the WOR show went on the air, it was said. Radio Events, New York, is also understood to claim past ownership of the program and to be considering taking action against the WOR broadcasts.

KOB Joins NBC

KOB Albuquerque, N. M., on Oct. 1 will join NBC as a member of the Mountain Group, which is now KOA Denver and KDYL Salt Lake City. KOB was formerly independently available to NBC advertisers using the Mountain Group. Station, owned by Albuquerque Broadcasting Co., operates on 1030 kc, on 10,000 watts, with special authorization to use 50,000 watts until local sunset and 25,000 watts night power.



IDEAS TO FURTHER WAR EFFORT

WGAR Contest Yields Group of Programs and Station Activities; Prizes Given

WINNERS in WGAR Cleveland "Idea Contest" receive their War Bond and War Stamp prizes from John F. Patt, WGAR vice-president and general manager. These WGAR staff members rewarded for their ideas are (l to r): David Baylor, program director; James Martin, announcer; Dorothy Macdonald, announcer; Keith Baldwin, salesman; Mr. Patt; Reg Merridew, announcer; Joan Bauer, receptionist; Lloyd Wingard, acting chief engineer; Carl George, director of operations.

IDEA CONTEST held by WGAR Cleveland among its staff members to further the war effort through both programs and station activities reached a highly successful conclusion according to John F. Patt, WGAR vice-president and general manager. Prizes ranged from $50 War Bonds to $10 in War Stamps. Ideas submitted are already being considered by the programming staff.

Following prize winners are listed in order of contest results: Carl George, director of operations; David Baylor, program director; announcers, Dorothy Macdonald, Reg Merridew and James Martin; Lloyd Wingard, acting chief engineer; Keith Baldwin, salesman; Joan Bauer, receptionist.

Winning ideas were:

(1) WGAR Community Forum —Three-day session in which national leaders would participate, with local important personages given the opportunity to question them. Broadcast, if possible.

(2) One Man's America—Series dramatizing the average American, stressing fact that everyone has something to contribute toward better living.

(3) What of Tomorrow?—Series on scientific advancement, probing world of tomorrow and possible living conditions.

(4) United We Stand—Series built around nationality groups in U. S. and war effort participation.

(5) Letters from Fighting Fronts — Readings from letters written by service men.

(6) Family Discussions — Current events as discussed by a family in their home.

(7) Analyze the Analysts—Series bringing forth opinions of radio commentators.

(8) They Fight Without Arms—Dramatizations of peoples of Nazi-occupied countries.

BRISTOL-MYERS CO. RESUMES 2 SHOWS

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), following a 13-week summer hiatus, on Sept. 29 resumes *Time to Smile*, with Eddie Cantor on 126 NBC stations, Wednesday, 9-9:30 p.m. (EWT). Talent includes Eddie Cantor and Bert (Mad Russian) Gordon, with Nora Martin as vocalist. She replaces Dinah Shore, featured on her own CBS program starting Sept. 30 and sponsored by General Foods. Harry Von Zell is *Time to Smile* announcer, with Dave Elton as Hollywood producer of Young & Rubicam.

Firm on Oct. 5 resumes *Duffy's Tavern* on 122 BLUE stations, Tuesday, 8:30-9 p.m. (EWT), with West Coast repeat, 8:30-9 p.m. (PWT). Series continues to feature Ed Gardner as Archie and will originate from Hollywood while he works in a Paramount film. Johnny Johnston is vocalist. Joe Hill, New York producer of Young & Rubicam, has been transferred to Hollywood to produce.

'Time' Lauds Hope

PAYING tribute to Bob Hope as a "legend to show business" and "first in the hearts of servicemen," *Time Magazine* last week devoted its front cover to the famous radio comedian as well as six columns of copy in its "theatre" section. The *Time* feature ties up with Bob's return last week from a record-breaking 11-week tour of camps and hospitals in England, North Africa and Sicily—"Back home again," *Time* says, "To resume another life in which he is tops . . . the name Hope has become a radio synonym for Tuesday night." Hope's NBC program for Pepsodent Co. will be back on the air Sept. 21.

AFM Video Scale

AMERICAN Federation of Musicians has notified its locals that a national television scale of $18 an hour, with rehearsal time at $6 an hour and overtime of $4.50 for each quarter-hour, has been in effect since 1940 and is the scale to be used for all appearances of AFM members before the sight-and sound apparatus. Notice followed the action of the union's New York local (802) in establishing its own video scale of $12 an hour [BROADCASTING, July 19].

America's 40th MARKET

Stand on ONE of the Mississippi River bridges here and you view a flourishing market of 211,000 people—in Illinois and Iowa. Eleven cities side-by-side, making up a single market "package" larger than Dayton, Syracuse or Oklahoma City. And—buying is lively when you sell 'em with the right-at-home voice of—

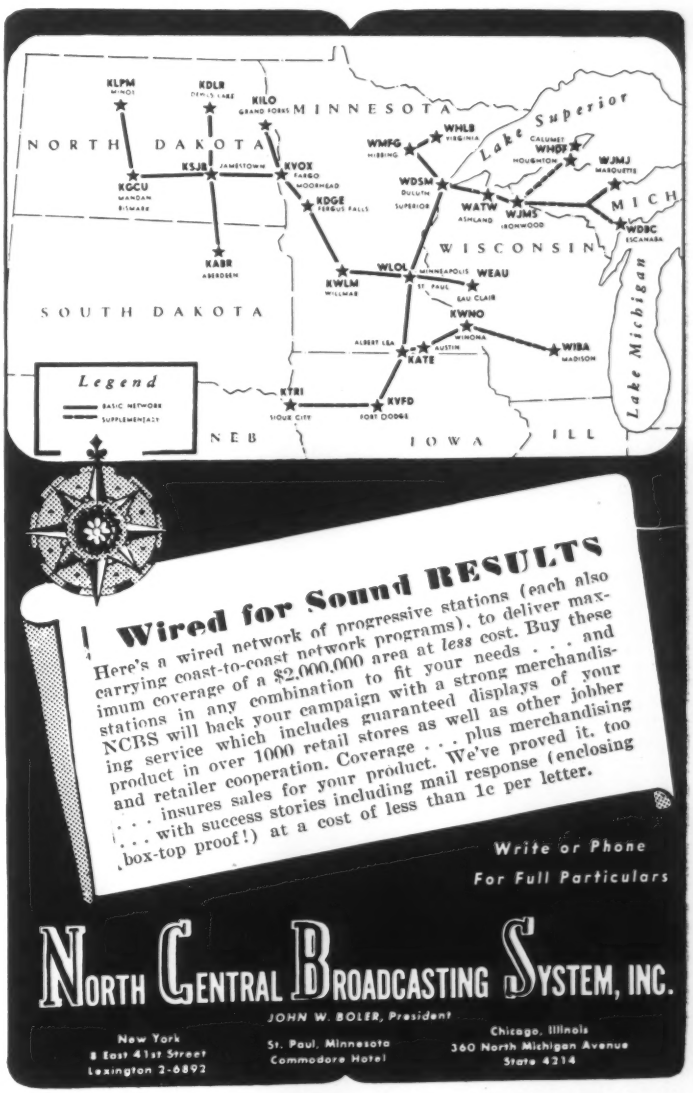
WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives

"E"

Where does it mean more than Excellence?

SEE PAGES 22-23



Wired for Sound RESULTS

Here's a wired network of progressive stations (each also carrying coast-to-coast network programs), to deliver maximum coverage of a $2,000,000 area at *less* cost. Buy these stations in any combination to fit your needs . . . and NCBS will back your campaign with a strong merchandising service which includes guaranteed displays of your product in over 1000 retail stores as well as other jobber and retailer cooperation. Coverage . . . plus merchandising . . . insures sales for your product. We've proved it, too . . . with success stories including mail response (enclosing box-top proof!) at a cost of less than 1c per letter.

Write or Phone For Full Particulars

NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

New York
8 East 41st Street
Lexington 2-6892

St. Paul, Minnesota
Commodore Hotel

Chicago, Illinois
360 North Michigan Avenue
State 4214

SPOTLIGHT
IDAHO'S
RICH FARMLAND
WITH
KTFI
TWIN FALLS, IDAHO
—PULSE OF THE
MAGIC VALLEY—

WDRC
CONNECTICUT'S PIONEER BROADCASTER
RETAIL SALES UP
Again in October
A predicted increase, according to Sales Management, of 16.8% over last year's record high in Hartford. WDRC will sell your product in Connecticut's Major Market. Basic CBS for Connecticut.
CBS

The *Only*
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
Youngstown, O.

5000 WATTS · 1330 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH • JEWISH • ITALIAN
The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

Plambeck Returns From British Trip

Broadcast for WHO Farm Audience Through BBC

HERBERT PLAMBECK, farm editor of WHO Des Moines, returned to the United States last week from a two months' tour of Great Britain where, as a guest of the Ministry of Information, he observed the agricultural war efforts of farm families in England, Scotland, Ireland and Wales.

To give mid-west farmers a better understanding of Britain's war problems, Mr. Plambeck broadcast each Saturday a quarter-hour report of his impressions by short-wave from the BBC studios in London through GSP. These programs were rebroadcast simultaneously by WHO whose signal in turn was picked up and rebroadcast by other Iowa stations. To insure reception in Iowa, the same programs were broadcast by other British short-wave stations during evening hours, transcribed by WHO and rebroadcast at 10 p.m.

High Interest

WHO's regular *Corn Belt Hour* program on Aug. 14 originated in the BBC studios in London with English farm men and women as talent. The program, beamed by short-wave from GSP, was rebroadcast with remarkable clarity by WHO WOC KICD KBUR KBIZ and WOI. An earlier program was arranged by NBC using short-wave to New York and lines to Des Moines.

The station reports that it has never had a program series which attracted so much attention from farm people. The pick-ups by short-wave at Des Moines were declared as good as any network pickup from London at New York.

Effect of Winchell Disc Refusal Studied by FCC

APPEAL OF WRAL Raleigh, N. C., a Mutual affiliate, for FCC investigation of the BLUE's refusal to place Walter Winchell's *Jergen's Journal* on WRAL would not involve a test of the territorial exclusivity clause of the FCC's network regulations unless it were shown that the BLUE had a "contract, arrangement, or understanding, express or implied" with a station to withhold the program from WRAL, according to the FCC legal department. A network is under no compulsion to make a program available to a station which asks for it, regardless of whether the program is being heard in the area or not.

It is not known whether the BLUE has replied to an FCC letter asking the network for an explanation of its refusal to sell the program. Winchell is not heard in Raleigh, where BLUE has no outlet. It was indicated at the FCC that Jergens had asked its agency, Lennen & Mitchell, to add WRAL to its list of stations carrying Winchell after a poll of listeners by WRAL had indicated they wanted the program.

IN LONDON OFFICES of BBC, Herb Plambeck sets up remote broadcast of *Corn Belt Farm Hour* which he directs on WHO Des Moines. L to r, sitting: Donald McCullough, director of public relations at British Ministry of Agriculture; Plambeck; Mrs. M. Finch, wife of a Gloucestershire farmer; standing: J. W. MacAlpine, organizer of BBC North American talks, and Stanley Maxted, BBC producer.

Stand on Merger Asked of Equity

MERGER of three talent unions with the American Guild of Musical Artists was discussed at Actors Equity headquarters in New York last week by committees representing the American Federation of Radio Artists, Actors Equity Assn. and Chorus Equity. The move has already been approved in principle by the recent national convention of AFRA [BROADCASTING, Sept. 6].

The meeting adopted the following resolution: "Resolved that the radio section (AFRA) of the joint committee requests the chairman of the meeting (Bert Lytell, Equity president) in his report to the Equity Council to ask for a statement concerning the desire to merge and for the power of the Equity committee to discuss, participate and formulate plans which they would bring back to their Council."

AFRA delegations comprised Lawrence Tibbett, president of both AFRA and AGMA; Emily Holt, executive secretary; George Heller, treasurer; Henry Jaffe, counsel; Lucille Wall, John Brown, Ben Grauer, Minerva Pious, and Kenneth Roberts. Equity and Chorus Equity were represented by Mr. Lytell, Paul Dullzell, executive secretary; Ruth Richmond, executive secretary of Chorus Equity; Rebecca Brownstein, associate counsel; Philip Loeb, Rhys Williams and Alfred Harding.

The Equity group will report to this union's Council meeting on Tuesday, Sept. 21, and the committees will again meet on Wednesday, Sept. 22, to discuss the Council's response to the resolution.

P&G Replacement

AS A REPLACEMENT for its five-weekly serial *Snow Village* on NBC, Procter & Gamble Co., Cincinnati (Ivory flakes) on Oct. 11 will start a new script show by Ruth Adams Knight, tentatively titled *Sharp Corners*, in the 11:30-11:45 a.m. spot. Agency is Compton Adv., New York.

Squibb Three-Weekly

E. R. SQUIBB & Sons, New York, will revert to a thrice-weekly schedule on CBS, abandoning its Sunday half-hour on the network with the Oct. 3 broadcast. The 6:15-6:30 p.m. period has been purchased on CBS for Monday, Wednesday and Friday. Starting date is Oct. 11 but the format for the program had not been determined last week. The current Squibb show; *Calling America*, featuring Bob Trout, Walter Case Cassell and Victor Bay's orchestra, replaced the thrice-weekly series *Keep Working, Keep Singing America* last June. Agency is Geyer, Cornell & Newell, New York.

Symphony Cancels

BECAUSE OF "a breakdown in negotiations" between the board of directors of the Philadelphia Orchestra and Local 77 of the American Federation of Musicians concerning the 26-week series of CBS Saturday afternoon concerts starting Oct. 9, the series will not go on the air as scheduled, CBS announced last week. CBS signed an exclusive three-year contract with the Orchestra last June, calling for payment of substantial yearly amounts to the Assn.

BRITISH COLUMBIA
LAND OF OPPORTUNITY
First With Local Business, Too
CJOR
VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)
NOW MORE THAN EVER 1st

CONTRACT ADJUSTED EWING LEAVES WDSU

P. K. EWING, for the last 15 years general manager of WDSU New Orleans, last week announced his resignation following adjustment of his contract with the station's new owners. Fred Weber, former general manager of Mutual, has assumed management of the station as executive director.

Mr. Ewing, operator in his own right of WMIS Natchez and WGRM Greenwood, Miss. said the settlement, reached Sept. 11, provided payment of $12,000 in cash to him. His contract provided for an annual salary of $15,000.

Mr. Ewing asserted that inability to prescribe division of duties between the general manager and the executive director resulted in the contract settlement. The agreement was amicable on both sides, he said.

A veteran newspaper executive and broadcaster, Mr. Ewing has been in radio since the cat's whiskers days in New Orleans. He was associated with Joseph H. Uhalt, founder of WDSU, throughout his ownership of the station, which was terminated with FCC approval of its sale early this month. The station was purchased by E. A. Stephens, New Orleans automotive dealer; H. G. (Bud) Wall, president of WIBC Indianapolis; and Mr. Weber for $200,000 cash. The sales transaction, as approved by the FCC, included provision for retention of Mr. Ewing as general manager. The separation agreement was reached following Commission approval.

Woodrow on 7

WOODROW STORES for Men's Furnishings, New York, formerly the Sarnoff-Irving chain, is currently using 10 to 15 minute sports news programs six-weekly in seven medium-size cities in the East and South. Company, which has been on the air for the past year, has introduced a new transcribed commercial which starts off with a brief dialogue "Do You Know What? . . . No, What!" followed by a "hot lick" tune starting "You ought to go—go—go—to Woodrow." Agency is Pettingell & Fenton, New York.

EDNA BEST, stage and film actress has joined the Hollywood radio production department of Young & Rubicam. She is the wife of Nat Wolff, OWI Hollywood Deputy Chief of the Radio Bureau.

"I know you'll feel right at home —the Mystery Chef on WFDF Flint Michigan told me how to cook navy beans."

RADIO'S HEART
KGIR Aids Butte Family When Tragedy Hits

RADIO'S HEART is as great and limitless as the air that carries its messages, as Butte, Mont., discovered through a local tragedy. The Jaksha family—father, mother, three children—were driving to a nearby town when the car careened off the road. When the twisted wreckage settled, Billy, 9, found his mother and father dead, his brother and sister unconscious.

The chief of police contacted KGIR, asking help in locating two older Jaksha boys. The station located them, and Ed Craney, KGIR manager, told them of the tragedy. That night, Mr. Craney broadcast the Jaksha story. He appealed for aid to keep the remainder of the family together, and started the fund with $50 from KGIR. Listeners soon pledged over $6,200. Every service the family needed was contributed. Now, thanks to KGIR and its listeners, the children need not be sent to an institution. And as Mr. Craney put it, "We can feel proud . . . of contributing a share of goodness to the world."

Scholl Doubles Time

ANNUAL campaign of Scholl Mfg. Chicago (foot remedies and appliances), will be twice as large as last year. Firm has bought time in six Eastern Seaboard cities, six in the Midwest, three West Coast stations and three Southern. Contracts, covering 26-week period, call for from five to six transcribed announcements and chain breaks weekly. Stations are KFI KPO WTIC WGN WHO WWL WBAL WBZ WJR WOOD WGY WLW WCAU KDKA WSM WFAA WTAR and KIRO. Agency is Donahue & Coe, New York.

Wage Hike Upheld

WAR LABOR BOARD upheld the wage adjustment allowed by the Conciliation Service providing for a $5 wage increase for all engineers and technicians of WIBG Philadelphia. The wage increase, retroactive to June 18, was granted because the station had increased its power to 10,000 watts after a contract was negotiated with Broadcast Local No. 1, A.C.A. The wage increase was allowed for all the men in the various salary classifications and established a basic starting salary of $40 a week at the station.

Diamond Spots

LOUIS A. ROSELAAR, New York diamond cutters, are distributing spot announcement material to local dealers in key cities for placement on local stations in behalf of Multi-Facet diamonds. Between 30 and 40 dealers are understood to be buying time. This is said to be the first time a trade name has been thus promoted for a specific diamond. Multi-Facets were introduced about six months ago. Radio promotion has been in effect for about two months. Agency is William G. Seidenbaum Adv., New York.

Crawford News Schedule To 10½ Hours Weekly

CRAWFORD CLOTHES, New York, which recently expanded its schedule on WMCA New York to a total of 10½ hours weekly, has signed a contract with WQXR New York which makes the clothing firm the largest sponsor of news programs on that station. Schedule calls for a total of 28 news programs weekly plus commentaries by Dr. Frank Kingdon, educator, fed from WMCA New York where he is also sponsored by Crawford.

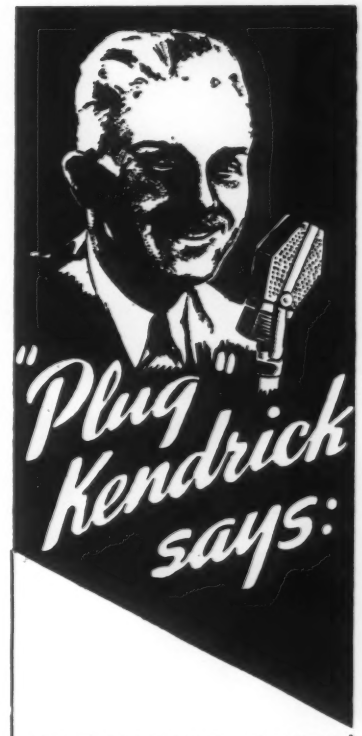
Dr. Kingdon is heard from 10:30-10:45 p.m. thrice weekly. With the exception of several ten-minute programs, the remainder of the Crawford schedule consists of five-minute news periods. Contract went into effect Sept. 13. Agency is Al Paul Lefton Co., New York.

PA "Selling Aids"

IN SUPPORT of the campaign by the NAB to help stations with merchandising problems, Press Assn., radio subsidiary of AP, is mailing out 18 "selling aids" aimed at the advertiser, each describing a PA telescript. Written for spot radio news, the telescripts reach stations on the 60-word-per-minute AP radio news wire in script form, titled, timed and cued for sound. "Selling aids" are packaged to include data on buying habits and tastes of the rural and urban audience.

NOW in its 12th year, *Carnation Contented Hour*, NBC program sponsored by Carnation Co., Milwaukee, will present its 600th broadcast Monday, Sept. 27. Agency is Erwin Wasey & Co., Chicago.

For Tomorrow's Broadcasting—
LOOK TO
★LINGO
For advanced design and superior performance in
VERTICAL TUBULAR STEEL RADIATORS
PATENTED FM TURNSTILE RADIATORS
We're "all out" for Victory, but our engineers are ready to work with you on post-war plans
JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY



"COUNTER-SPY"
Thrilling!
Dramatic!
Sensational!
The 1943 "Idea" Program
Blue Network Co-op
MONDAYS - 8:00 P.M.
Available now
for
Local sponsorship
SPOT SALES
NATIONAL
REPS.

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.
D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

They Like Our Style

A station either DOES or DOES NOT have that certain something — you know—the honest-to-goodness ability to move merchandise from dealers' shelves. WAIR is famous for its salesability. A test will prove it.

WAIR

Winston-Salem, North Carolina

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts

620 Kilocycles

NBC RED NETWORK

Represented Nationally by EDWARD PETRY & CO., Inc.

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Branham Company

NAB Group

(*Continued from page 18*)

page 12], based on his monitoring experiences during the last year. Russell Hogin of the War Production Board's Information Division, spoke on "A Government Press Agent Looks at Radio", and Bruce Robertson, Associate Editor of BROADCASTING, talked on "News of Radio Within the Industry".

Rex Howell, manager of KFXJ Grand Junction, Colo., played a recording made in the station's studio during the early Sunday morning bombardment of the city a few months back when a munitions train caught fire in the yards. The whine of speeding shells and the wham of their explosion needed no words to give a dramatically vivid picture of the scene. Mr. Howell said that radio again proved its public value in time of emergency: phone calls dropping 75 per cent shortly after KFXJ had begun broadcasting explanations of the bombardment, and not a single civilian casualty occurring, which he credited at least partially to the station's continued warnings to listeners to stay off the streets and not to handle shells dropped on their premises but to phone the location of the shells for removal by experts.

Public Relations Plan

Members of the Radio News Committee attending the sessions were: L. Spencer Mitchell, WDAE Tampa, who acted as temporary chairman in the absence of chairman Karl Koerper, managing director, KMBC Kansas City; Paul White, director of news, CBS; Bill Brooks, director of News, NBC; Tom Eaton, news editor, WTIC Hartford; Rex Howell, manager, KFXJ Grand Junction, Colo.; Bill Dowdell, news editor, WLW Cincinnati, and Walt Dennis, NAB news bureau chief, secretary.

The NAB Public Relations Committee announced the adoption of a complete working plan of public relations for the industry, based on active participation of local station management. Details will be presented to broadcasters by their district public relations chairmen at district meetings and direct mail.

"Under the plan adopted by the committee," Edgar Bill, WMBD Peoria, chairman, said following the meeting, "radio's place in American life will be asserted and substantiated wherever there are broadcast facilities."

Dorothy Lewis, coordinator of listener activity for the NAB, discussed her contemplated fall tour of 22 cities to promote radio's wartime function, and also reported on the organization of the Assn. of Women Directors of NAB, which now has more than 600 Members.

Willard D. Egolf, NAB assistant to the president, who perfected the details of the working plan, presented a completed panel of district public relations chairmen, with the appointment of C. T. Hagman, WTCN Minneapolis, District 11; Mrs. G. M. Phillips, KIDO Boise, District 14; W. H. Summerville, WWL New Orleans, District 6.

Also attending were committee members Leslie Joy, KYW Philadelphia; Edgar H. Twamley, WBEN Buffalo; Frank M. Russell, NBC Washington; George Crandall, CBS New York; Neville Miller, NAB president, Washington; and district chairmen Edward E. Hill, WTAG Worcester (1); Michael R. Hanna, WHCU Ithaca, N. Y. (2); George D. Coleman, WGBI Scranton, Pa. (3); Vernon H. Pribble, WTAM Cleveland (7); John Elwood, KPO San Francisco (15).

Blue 'Creditor' Group Plans Defamation Action

ASSERTING he would file suit against the BLUE Network within a day of two for defamation, libel and slander on behalf of himself and 31 other BLUE creditors, Ira Chase Koehne, Washington attorney, told BROADCASTING last Friday he would base his appeal to the FCC for right to cross-examine witnesses at the resumed FCC BLUE hearing Sept. 20 on the averments in his court action against the BLUE.

Creditor status is claimed for the 31 "in tort", based upon the alleged defamation of character by the BLUE. Names and addresses of the creditors follow:

Howarl V. Broenstrup, Frank W. Clark, Washington; Gerald B. Winrod, Witchita; William Griffin, *New York Evening Enquirer Inc.*, New York; Mrs. Leslie Fry, Glendale, Cal.; Prescott E. Dennett Washington; George E. Deatherage, St. Albans, W. Va.; Mrs. Elizabeth Dilling, Chicago; Charles B. Hudson, Omaha; Elmer J. Garner, James F. Garner, Wichita; David J. Baxter, San Bernardino, Cal.; Hudson DePriest, New York; William Kullgren, Atascadero, Cal.; C. Leon De Aranda, San Diego; Court Asher, Muncie, Ind.; Eugene Nelson Sanctuary, New Yirk; Robert Edward Edmundson, Grasse Valley, Cal.; Lois de Lafayette Washburn, Chicago; James C. True, Arlington, Va.; Edward James Smythe, New York; Oscar Brumback, Lorray, Va.; William Robert Lyman Jr., Detroit; Donall McDaniel, Otto Brennermann, Chicago.

The following creditors named by Mr. Koehne have "some rights of . . . the class of member plaintiffs (named above), and therefore are made associate defendants so that they may assert rights as they prefer":

William Dudley Pelley, Washington; Robert Noble, Elis G. Jones, Newburg, Pa.; Ralph Townsend, Frank K. Ferens, Herman Max Schwinn, George Sylvester Viereck, Hans Diebel, Washington.

Gets Research Post

JACKSON TAYLOR, vice-president and director of McCann-Erickson, New York, and agency account executive for 11 years, has been named director of research. He will supervise and coordinate the three sub-divisions of the department: merchandising research, copy research, and market research. Dr. L. H. D. Weld, former research director, will act in an advisory capacity to all divisions.

New Abeyance Plan Of NBC Criticized

GENERAL FEELING of dissatisfaction by New York advertising agencies with NBC's recent announcement that the operation of its abeyance or waiting list of prospective advertisers "must be entirely contingent upon our (NBC's) judgment," was expressed to BROADCASTING last week, after release of the NBC letter signed by Niles Trammell, president, and sent to all agencies.

According to one agency official, the change in policy by NBC is setting a "very bad precedent" for future programming. If a network sets itself up as the arbitrary critic of whether a program is good or bad, it was pointed out, the result should be very stultifying to radio in general. How can NBC think that its opinion of what program is best fitted for a newly available period is better than the opinion of an agency official or an advertiser, it was asked.

According to the NBC letter: "Due to our program contributions to the war effort, with a completely sold-out evening schedule, the recent reduction in our so-called network time periods, and because we must maintain the best in a complete national network program service to both our associated stations and the public, we are faced with a far greater responsibility than ever before with respect to the character and quality of our programs.

"In consequence it is now necessary to advise you that hereafter whenever a period of time becomes available, the operation of our abeyance list must be entirely contingent upon our judgment and final decision as to the quality and type of program to be broadcast in that particular period. We may on rare occasions find it necessary to suspend the abevance entirely in order to place a program of importance to the position of leadership of NBC in the particular period that becomes available."

War Ad Council Expands Its Executive Committee

WAR Advertising Council last week announced expansion of its executive committee from five to eight members, the three new appointments including Charles G. Mortimer Jr., vice-president of General Foods Sales Co.; William Feydel, partner of Newell-Emmett Co., and John Sterling of *This Week* magazine.

These new members will serve in addition to the officers: Chester J. LaRoche, chairman; Harold B. Thomas, president of the Centaur Co., vice-chairman; Paul B. West, president of the Assn. of National Advertisers, vice-chairman; Mason Britton, vice-president of McGraw-Hill Publishing Co., treasurer, and Frederick R. Gamble, managing director of the American Assn. of Advertising Agencies, secretary.

Raleigh Changes

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes), through Russel M. Seeds Co., Chicago, announces that effective Sept. 22, Harry Sosnik's orchestra takes over the *Beat the Band* program, succeeding Bob Grant's orchestra. On Sept. 14, Patrick McGehan, Pacific Coast announcer, replaced Truman Bradley in the *Red Skelton* program.

Hon. C. M. Robertson Jr.
Ralph H. Jones Co.
Cincinnati, Ohio

Dear Chip—

In these days of more buyers than sellers, I suppose a lot of business firms are tempted to rest on their ours, instead of going overboard in what would be "normal time" service. Maybe so, but not with these boys at WCHS. I just heard the boss say that this year again our station is going to carry our home state's university football schedule. And when I say "carry", I don't mean any of that ticker tape stuff. No sir! This station buys a line direct to every stadium where W. Va. University plays. We send our ace sports announcer, Sam Molen, right there so he can send back to the thousands of fans in this area a play-by-play description of

Algy

each and every game. The home of W. Va. University is 200 miles from Charleston, but that doesn't keep us from spending plenty of good dough to see that our listeners get what they want. No one ever told me, but I imagine it's that sort of public service that's responsible for Crossley Surveys showing WCHS with by far the majority of listeners. I guess a Branham man could tell you more about that than I can.

Regards

Yrs.
ALGY

WCHS
Charleston, W. Va.

in the CONTROL ROOM

FRANK A. DIERINGER, chief engineer of WFMJ Youngstown, Ohio, has been appointed to the Technical Advisory Committee of the Ohio State Council of Defense.

JOE JUHAS has joined the transmitter crew of WWL New Orleans. Leonard Brondom, formerly in radio servicing, is being trained as control operator.

CLAUDE M. HARRIS has temporarily rejoined WAOV Vincennes, Ind. as chief engineer, while awaiting call to active duty in the Enlisted Reserve Corps of the Army.

MAC WELDON JEFFUS, engineer at WFAA-KGKO Dallas, is the father of a boy born Aug. 21.

CHARLES SPRIESTERSBACH, formerly engineer of KDB Santa Barbara, Cal., has joined KWKW Pasadena as transmitter engineer. Holder of the Purple Heart award, he recently received his honorable discharge from the Navy.

BILL KAISER has returned to the technical staff of KMJ Fresno, Cal.

FRANK JOHNSON has joined KWG Stockton, Cal., as technician.

CECIL HUMBARGER, formerly with WEXL Royal Oak, Mich., and Paul Schafer, formerly with WJOB Hammond, Ind., have joined the engineering staff of WOWO-WGL Fort Wayne, Ind.

SGT. LYLES BYNUM, Army Signal Corps, formerly with the engineering staff of WLVA Lynchburg, Va., is the father of a girl.

ROBERT KANIA, former CBS studio technician, with the network since 1935, has been made an assistant director in the CBS network operations department.

EARL ISOM, transmitter engineer, has left WWRL New York to join the engineering department of CBS.

HAROLD RUFF and Hilbert Glade, technicians, have joined WTMJ-W55M *Milwaukee Journal* stations.

FRANK C. SCHNEPPER, formerly an engineer with the BLUE network, has joined the NBC Central Division.

JAMES MACKENZIE REID, supervisor of remote engineers for WOR New York, has received a special pin and a check from J. R. Poppele, WOR chief engineer, to mark his 15th year with the station.

CARL LaROCHE has joined the technical staff of WSRR Stamford.

R/M JAMES L. RAKUSIN, 24, of Providence, R. I. has received the Silver Star for gallantry in action during the Battle of Santa Crux last October. Radioman Rakusin was aboard the destroyer *Smith* during the action in which the carrier *Hornet* was sunk.

FRANK BERNATO, engineer of WICA Ashtabula, O., was recently inducted into the Army Signal Corps.

WILLIAM MOORE, formerly of WLOK Lima, Ohio, is new transmitter engineer at WGN Chicago. Roy Cone, formerly of WIBA Madison, Wis., and Robert Werner, formerly of WAIT and WMBI Chicago, have also joined the engineering staff of WGN.

WILTON (Skeeter) CHILES is now acting chief engineer of WIOD Miami in place of M. N. Barwick, who has resigned.

GE Names Three

APPOINTMENTS to key positions in General Electric's electronic dept. were announced by Walter R. G. Baker, vice-president. Arthur A. Brandt has been named general sales manager, formerly serving as radio advertising manager and later sales manager for radio and television receivers. George W. Henyan is now assistant to the vice-president in charge of the electronic dept. He had been manager of transmitter and tube sales. V. M. Lucas was appointed general manager of the government division after a long association with G.E.'s radio business.

Graybar Appointments

NORMAN M. WHITE has been appointed district operating manager for Graybar Electric Co., Dallas, effective Sept. 20. He has been with Graybar since 1922, serving the company in Philadelphia, Baltimore and, until his new appointment, as St. Louis service manager. J. R. Ernest has been named district operating manager at St. Louis, taking over the duties formerly performed by Mr. White. Mr. Ernest started with Graybar in Chicago in 1924 and has served in many capacities since that time.

Engineers to Meet

FALL MEETING of the War Radio Conference of members of the Radio Manufacturers' Assn. Engineering Dept. and the Institute of Radio Engineers will be held at Rochester, N. Y., Nov. 8-9. Meeting will feature speeches by prominent men in the field, and an exhibit of U. S. Army Signal Corps equipment.

EDDIE TRUMAN, musical director of KSO-KRNT Des Moines is the composer of *Broadcast Mood Music*, book just released by Van Brunt Music Publishing Co., Hollywood.

DON WALL has joined the control room staff at CKY Winnipeg.

ROBERT McKAY, former engineer of WKAR East Lansing, Mich., has joined the engineering staff of WBBM Chicago.

MASON COPPINGER, transmitter engineer of WIBW Topeka Kans., is the father of an 8 lb. 3 oz. girl born Sept. 7.

KARTON G. (Pug) MARQUARDT is the new chief engineer of WIBW Topeka, Kans.

M. J. MINOR, effective Sept. 13, will become acting chief engineer of WBT Charlotte, N. C., replacing Jim J. Belougny, who has been appointed chief of CBS engineering, Chicago.

FRED HAMMOND, former program director and news editor at KONO San Antonio, Tex., is new transmitter engineer at KPRO Riverside, Cal. He previously was chief engineer of the Texas State Network at Abilene, Tex.

PAUL QUAY has left the WHK-WCLE Cleveland engineering staff to join the Marines.

FLORENCE FISHER has joined the staff of WEEI Boston as transcription operator.

GEORGE HIXENBAUGH, maintenance engineer of WMT Cedar Rapids, Ia., married Mary Shirley of Cedar Rapids on Aug. 28.

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on **WSAY**
—if the network they are on cannot furnish coverage here
WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

5000 WATTS
DAY & NIGHT
WDEL
1150KC
WILMINGTON, DELAWARE
Sales Representative
PAUL H. RAYMER

KXOK
ST. LOUIS MISSOURI
630 KC. 5000 WATTS FULL TIME
Represented Nationally by
John BLAIR & CO.
BLUE NETWORK

CHNS
HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

THERE'S NOT ANOTHER LIKE IT!
WIC
50,000 WATTS
DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

THE DOMINANT COVERAGE FOR A GOOD MARKET
WRBL
COLUMBUS, GA.
CBS
HOOPER RATING
81 TO 96.8%
REPRESENTED BY SPOT SALES

Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 11 TO SEPTEMBER 17 INCLUSIVE

Decisions . . .

SEPTEMBER 14

KROC Rochester, Minn.—Granted transfer control from Agnes P. Gentling, executrix of estate of Gregory P. Gentling, to Lawrence C. Miller et al, trustees of the estate. Involves transfer of 2505.5 shares stock from executrix to trusteeship, as provided in will of deceased, but no money.

KRLH Midland, Tex.—Granted consent to involuntary assignment license from Clarence Scharbauer, deceased, to Millard Eidson, independent executor of his estate.

WSAI Cincinnati—Granted petition operate booster amplifier by remote control; conditions.

WHDH Boston—Denied petition to correct license to permit operation at night with DA after local sunset at Gainesville, Fla., instead of Boston.

WNYC New York—Cancelled hearing on Sept. 23 and granted application for special service authorization to operate till 10 p.m.

SEPTEMBER 16

WLBZ Bangor, Me.—Granted mod. CP for power increase, new equipment, DA-N, extension completion date to Sept. 25, 1943.

WABY Albany, N. Y.—Granted license to cover CP for new transmitter.

WNAC Boston—Granted license to cover CP for power increase, DA-N, etc.

Applications . . .

SEPTEMBER 15

KWTO Springfield, Mo.—Mod. CP to change hours, move transmitter and DA, for changes in DA.

KKO El Centro, Cal.—Mod. license to change frequency, amended to CP for new transmitter, increase 100 to 250 w on 1230

SEPTEMBER 16

KOH Reno—The Bee Inc., licensee of KOH, change corporate name to McClatchy Broadcasting Co. of Nevada.

Nashville Broadcasting Co., Nashville—Granted extension time file request for oral argument re application for CP for new station at Nashville.

WJBW New Orleans—Accepted appearance filed late re application for license renewal.

Tentative Calendar . . .

WOKO Albany, N. Y.—License renewal (Sept. 20).

RCA—Transfer of BLUE Network to American Broadcasting System, New York (Sept. 20).

Network Accounts

All time Eastern Wartime unless indicated

New Business

DEPT. OF FINANCE, Dominion Government, Ottawa (Fifth Victory Loan) on Oct. 6 starts *All-Star Variety Show* on 71 Canadian Broadcasting Corp. stations, Wed. 9-10 p.m., and on Oct. 3 similar French program on 14 CBC stations, Sun. 8-9 p.m. Agency: Adv. Agencies of Canada, War Finance Group, Toronto and Montreal.

KELLOGG Co., Battle Creek, Mich. (Kellogg's All Bran), on Sept. 20 starts *Jack Berch and the Three Suns* on 21 Yankee Network stations, Mon. thru Fri., 1:15-1:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

SWEETS Co. of America, New York, (Tootsie V-M milk fortifier), on Sept. 14 starts *Dick Tracy* on 5 New England BLUE stations, and on Oct. 5 adds 9 New York State BLUE stations, making a total of 14 BLUE stations, Tues., and Thurs., 5:15-5:30 p.m. Agency: Duane Jones Co., N. Y.

CONTI PRODUCTS Corp., New York (soap), on Nov. 11 starts for 26 weeks *Treasury Hour of Song* on 5 Don Lee Pacific stations (KHJ KFRC KMO KOL KALE), Thurs., 6:30-7 p.m. (PWT). Agency: Bermingham, Castleman & Pierce, N. Y.

BEAUMONT LABS., St. Louis (4-Way cold tablets), on Oct. 19 starts for 13 weeks, Boake Carter, on 34 Don Lee Pacific stations, Tues., Thurs., 9-9:15 a.m. (PWT). Agency: Donahue & Coe, N. Y.

DR. PEPPER BOTTLING Co., Dallas (beverage), on Oct. 3 starts unnamed show on 114 BLUE stations, Sun., 4-4:30 p.m. Agency: Tracy-Locke-Dawson, Dallas.

JOHN MORRELL Co., Ottumwa, Ia. (Red Heart dog food), on Sept. 30 starts *Bob Becker Chats About Dogs* on 40 CBS stations, Thurs., 6:15-6:30 p.m. Agency: Henri, Hurst & MacDonald, Chicago.

HUDSON COAL Co., Scranton, Pa. ("DH" anthracite coal), on Sept. 19 starts *News of the World* on 22 CBS stations, Sun., 9-9:15 a.m. Agency: Clements Co., Philadelphia.

Renewal Accounts

S. C. JOHNSON & SONS, Brantford, Ont. (floor wax), on Sept. 28 resumes *Fibber McGee & Molly* on 32 Canadian Broadcasting Corp. stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

BRISTOL-MYERS Co., New York (Minit-Rub), on Oct. 5 resumes *Duffy's Tavern* on 128 BLUE stations. Tues., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), on Sept. 29 resumes Eddie Cantor's *Time To Smile* on 140 NBC stations, Wed., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

VITAMINS PLUS Inc., New York (Vitamins Plus capsules), on Oct. 4 renews for 52 weeks *Dr. I. Q.* on 130 NBC stations, Mon., 9:30-10 p.m. Agency: Grant Adv., N. Y.

SOCONY-VACUUM OIL Co., New York, on Sept. 27 renews Raymond Gram Swing, at the same time adding 4 BLUE stations, making a total of 133 BLUE stations, Mon. thru Thurs., 10-10:15 p.m. Agency: Compton Adv., N. Y.

COCA-COLA Co., Atlanta, on Sept. 20 renews for 52 weeks *Spotlight Bands* on 154 BLUE stations, Mon. thru Sat., 9:30-9:55 p.m. Agency: D'Arcy Adv., N. Y.

BOWEY's Inc., Chicago (Dari-Rich Products), on Sept. 25 renews *Stars Over Hollywood* on 48 CBS stations, Sat., 12:30-1 p.m. Agency: Sorensen & Co., Chicago.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels, Prince Albert smoking tobacco), on Sept. 27 renews *Blondie* on 119 CBS stations, Mon., 7:30-8 p.m. (rebroadcast 10:30 p.m.). Agency: William Esty & Co., N. Y.

WHEELING STEEL Corp., Wheeling, W. Va., on Sept. 26 resumes *Wheeling Steelmakers* on 85 BLUE station, Sun., 5:30-6 p.m. Agency: Critchfield & Co., Chicago.

CONTINENTAL RADIO & TELEVISION Corp., Chicago (Admiral Radios), on Oct. 3 renews for 52 weeks *World News Today* on 44 CBS stations, Sun., 2:30-2:55 p.m. Agency: Cruttenden & Eger, Chicago.

MAIL POUCH TOBACCO Co., Wheeling, West Va. (cigars, tobacco), on Sept. 27 renews *Counterspy*, and on Dec. 27 adds 37 BLUE stations to programs, making a total of 101 BLUE stations, Mon., 9-9:30 p.m. Agency: Walker & Downing, Pittsburgh.

Network Changes

LOS ANGELES SOAP Co., Los Angeles (White King, Sierra Pine), on Oct. 4 adds KGW KOMO KHQ KFSD to *Art Baker and the News* on 13 NBC West Coast stations, Mon. thru Fri., 10:45-11 a.m. (PWT), making total of 17 NBC stations. Agency: Raymond R. Morgan Co., Hollywood.

LEWIS-HOWE Co., St. Louis (Tums), on Oct. 9 shifts Tums show on 53 CBS stations Sat., from 8-8:30 p.m. to 10:15-10:45 p.m., at which time Pabst Sales Co., Chicago (beer), shifts *Blue Ribbon Town* on 107 CBS stations from 10:15-10:45 p.m. to 8-8:30 p.m. Agencies: Roche, Williams & Cunnyngham, Chicago, for Tums, and Warwick & Legler, N. Y., for Pabst.

DUFFY-MOTT Co., New York (juices), on Sept. 13 shifted *What's Your Idea* on 56 MBS stations from Mon. thru Fri., 11:50-11:55 a.m. to 11:45-11:50 a.m. Agency: Al Paul Lefton Co., N. Y.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, on Sept. 17 will shift commercials on *People Are Funny*, NBC Fridays, 9:30-10 p.m., to Wings cigarettes once again. The show has recently been aired for Raleighs. Agency is Russel M. Seeds Co., Chicago.

BOURJOIS INC., New York (Evening in Paris cosmetics), on Oct. 14 shifts *Here's to Romance* from 119 BLUE stations Sun., 6:05-6:30 p.m. to 139 CBS stations Sun., 10:30-11 p.m. Agency: Foote, Cone & Belding, N. Y.

KELLOGG Co., Battle Creek (cereals), adds Fridays to its regular 9:45-10 a.m. Mon.-Thurs. participation on *Breakfast Club* 9-10 a.m. Mon.-Sat. on the BLUE. Agency: J. Walter Thompson Co., Chicago.

PHILCO Corp., Philadelphia (institutional), on Oct. 15 replaces Rex Stout—*Our Secret Weapon*, with Dateline and renews for 52 weeks on 125 CBS stations, Fri., 7:15-7:30 p.m. Agency: Sayre M. Ramsdell Assoc., Philadelphia.

PROCTER & GAMBLE Co., Cincinnati (Ivory Snow), on Sept. 27 replaces *The Story of Mary Marlin* with *A Woman of America*, expanding to 125 NBC stations and 27 CBC stations, Mon. thru Fri. 3:15 p.m. Latter program is currently heard on 14 NBC stations, Mon. thru Fri., 10:45-11 a.m. Agency: Benton & Bowles, N. Y. For Ivory Flakes on Oct. 11 *Snow Village* is replaced with *Sherry Corners* on 65 NBC stations, Mon. thru Fri., 11:30-11:45 a.m. Agency: Compton Adv. N. Y. For Camay and Ivory Flakes on Oct. 4 *Pepper Young's Family* is replaced with *Perry Mason* on 25 CBS stations, Mon. thru Fri., 2:45-3 p.m. Agency: Pedlar & Ryan, N. Y.

CORN PRODUCTS REFINING Co., New York, on Oct. 1 shifts *Stage Door Canteen* on 54 CBS stations from Thurs. 9:30-10 p.m. to Fri., 10:30-11 pm. Agency: C. L. Miller Co., N. Y.

NBC NEWS SHOW ON 12 MORE STATIONS

NBC's *World News Roundup* with W. W. Chaplin as commentator has been sold to 12 more stations representing 13 local sponsors, according to NBC's stations department, making a total of 21 stations carrying the program.

Latest sponsors and stations are:

WIRE Indianapolis (International Machine Tool Co.); WBRC Birmingham, Ala. (Seven-Up Bottling Co.); WSMB New Orleans (Cloverland Dairy Co.); WTIC Hartford (Grove Laboratories); WPTF Raleigh (Grove Laboratories); WRC Washington (Hecht Co.); WENY Elmira, N. Y. (Jerome's Women's Apparel shop); WRAK Williamsport, Pa. (L. I. Stearns & Sons); WOPI Bristol, Tenn. (Bristol Furniture Co.); WHIZ Zanesville, Ohio (Morrison Motor Co.); WLOK Lima, Ohio (Armstrong & Sons Furniture Co. and National Bank of Lima), and WIOD Miami (Florida Power and Light Co. and First National Bank of Miami). To aid stations and sponsors in promoting the program in local areas, NBC's promotion department has prepared special photographic material for use as window displays.

Strike at WLAP

WLAP, Lexington, Ky., was off the air 95 minutes Thursday following a strike by four technicians and three announcers, according to the station management. The station said IBEW called the strike despite a 60-day clause and that it has been willing to negotiate at any time.

"E"
is for the economy of advertising over the Great Stations of the Great Lakes

SEE PAGES 22-23

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

Help Wanted

Engineer—First Class who can immediately or in short time qualify as Chief. Give experience, draft status, age, and starting salary required. KBIZ, Ottumwa, Iowa.

Announcer—Permanent position with 5 kw, regional network station for draft deferred, experienced man. Box 309, BROADCASTING.

Retail Salesman—Permanent position and excellent opportunity for able experienced man. WOC Davenport, Iowa.

CONTINUITY—NEWS EDITOR—Capable man or woman, to take charge. Must be experienced in handling local news and in writing commercial copy that will sell. 5,000 Watt Network Station, Ohio area. Tell all in first letter. Box 306, BROADCASTING.

SALES PROMOTION—Excellent opportunity for experienced, able, energetic Sales Promotion man, capable of taking full charge of all Sales Promotion activities of local independent radio station in major market. Station is in the Eastern Seaboard area. Reply should contain complete experience, details, salary requirements. Box 304, BROADCASTING.

1000 WATT—New York State CBS regional station offers exceptional opportunity for seasonal announcers . . . Enclose photograph and full particulars in first letter. Write Box 302, BROADCASTING.

Program Director—Permanent position with 5 kw regional network station in the South East for qualified man. State previous experience, qualifications and draft status in your reply. Box 301, BROADCASTING.

Two Experienced Announcers—$40.00 per week to start. Write WKBZ, Muskegon, Michigan.

ANNOUNCER—Experienced for 5 kw Basic Network affiliate in metropolitan mid-western market. Permanent position. State full particulars, including experience, draft status, salary expected and date available. Box 307, BROADCASTING.

Announcer-Writer—Permanent position to draft deferred man. $50 for 48 hours to start. Send transcription, continuity samples, and details to Manager, WFDF, Flint, Michigan.

Program Director—Fully qualified, must also do news. Full details first letter experience, draft and salary. KBIZ, Ottumwa, Iowa.

NEWSMAN-SPORTSCASTER — Must be fully qualified by experience, draft exempt. Real opportunity for one who can qualify. Regional 5 kw CBS station. Box 314, BROADCASTING.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 308, BROADCASTING.

Control Engineer—Experienced. Permanent position. Not draft replacement. Ideal conditions. Box 291, BROADCASTING.

Promotion Man—Progressive Southern station on major network can use a promotion man willing to work. Ideal setup with recently authorized power increase to 5,000 on desirable low frequency. Thriving war market. Box 310, BROADCASTING.

Situations Wanted

Announcer-Newscaster—A decade in the business. If you need a good staff man write Box 312, BROADCASTING.

Situations Wanted (Cont'd)

Outstanding Organist—With operator license desires combination setup. Age 39—8 years present position. Has special Hammond equipped for broadcasting. Exceptional work guaranteed. Box 305, BROADCASTING.

Station Manager—Now employed, desires permanent connection with progressive station. Fourteen years' experience radio and newspaper. Outstanding record in building volume and audience. Age 37, married with family, draft status 3-A. Box 303, BROADCASTING.

Continuity Writer—Young man, three years solid metropolitan, rural experience. Production, announcing, dramatic scripts. Will travel. Box 311, BROADCASTING.

Program Director—Splendid eleven year record with successful metropolitan local. Best references. Draft deferred. All phases of programming. Box 299, BROADCASTING.

Manpower Shortage?—Six years experience, announcing, programming, sales, operations. Capable, congenial, versatile, 4-H single. No wizard, but above average. Desire any combination announcing, programming, sales, operations. Box 295, BROADCASTING.

Sports Announcer—Also news, special events. All major sports play-by-play. Ten years experience. References. Audition disc. Draft exempt. Box 300, BROADCASTING.

Experienced Announcer — News, sports, general announcing. 4-F classification. Desires change. State salary possibilities. Can submit audition disc. Box 294, BROADCASTING.

General Manager—Local network affiliate desires manager or commercial manager's position in larger station or larger market. Successful record 5 years radio, 6 years newspaper. Box 293, BROADCASTING.

ANNOUNCER — Thoroughly experienced console controls; family; 4-H classification; best references; immediate availability; transcription on request. Wm. Schuermann, 535 Vale Avenue, Vinton, Va.

Back In Civvies—After service overseas. Successful in station management, programming, writing and selling. Seven years in radio, previous experience in national advertising departments and agency. Through with adventure, want permanent job with station, agency, or special representative. Family man, 48. Available for interviews in Washington. Prefer salary and commission basis, income range $4,000 to $5,000. Box 315, BROADCASTING.

For Sale

FOR SALE—Mobile unit—125 watt transmitter completely equipped in International truck with special built body which also houses generating plant. Entire equipment rebuilt a few months ago and in perfect operating condition. Has been tremendous asset in building listening audience and feel that it has fulfilled its need and can do a good job for another station. Write for full particulars concerning price and further engineering details which are readily available. Box 298, BROADCASTING.

For Sale—Complete one kilowatt RCA transmitter with Blaw Knox tower, plenty of spare tubes and other broadcasting equipment. Make offer. Box 297, BROADCASTING.

FOR SALE—Well equipped 250w local, midwest, less than 3 years old and doing good job making nice profit. Box 292, BROADCASTING.

Sponsor Grid Games

CHICAGO MOTOR CLUB, Chicago (public service), will sponsor an eight-game series of Midwest football games beginning Oct. 16, when Joe Boland, WGN Chicago, will describe the Notre-Dame Wisconsin game at Madison. Other games include: Illinois at Notre Dame, Oct. 23; Minnesota at Northwestern, Oct. 30; Northwestern at Wisconsin, Nov. 6; Notre Dame at Northwestern, Nov. 13; Illinois at Northwestern, Nov. 20; Notre Dame at Great Lakes, Nov. 25; and the Chicago High School champions' game in Soldier Field, Chicago, Nov. 27. Agency is Aubrey, Moore & Wallace, Chicago.

Hope Back Sept. 21

HAVING sufficiently rested from his trip overseas where he entertained the AEF, Bob Hope has changed plans and returns to the weekly NBC *Bob Hope Show* Sept. 21, Tuesday, 10-10:30 p.m. (EWT). Pepsodent Co., Chicago, is the sponsor. Bing Crosby will be featured as guest. Cast includes Frances Langford, Jerry Colonna, and Vera Vague, with Wendell Niles announcer. Stan Kenton replaces Skinnay Ennis as musical director. Ennis is now in the Army. Thomas Conrad Sawyer has been assigned producer of Foote, Cone & Belding, Hollywood.

Wanted to Buy

Wanted To Buy—250 Watt transmitter. Also FCC approved modulation monitor and miscellaneous equipment. Send your list to G. F. Ashbacker, 432 Apple Ave., Muskegon, Michigan.

Lindlahr Returns

FOR the sixth consecutive year, Victor H. Lindlahr is returning to WOR New York, for Serutan Co., Jersey City, with his five weekly quarter - hour health program. Series starts Sept. 20 in the 9-9:15 a.m. spot, and on a 52-week contract. Agency is Raymond Spector Co., New York.

Noxzema Renewing

NOXZEMA CHEMICAL Co., Baltimore (medicated ointment), during the next several weeks is renewing on 22 stations its *Quiz of Two Cities* programs. Titles vary in some cities, but the shows are usually half-hour weekly quiz sessions. Agency is Ruthrauff & Ryan, New York.

EXPERIENCED SALESMAN

looking for tough selling job with network station. Now in charge National and Local Sales for outstanding 5000 w Regional Network Station. Both National and Local have shown large increases every year for past three years.

Have personally sold department store and important retail accounts. Good contacts in National Field. Pleasing personality—used to handling salesmen. Familiar with Sales Promotion and all the operations of a station. Draft Exempt.

Now earning substantial salary. Accustomed to hard selling and producing results. Excellent references. Describe position fully—opportunities and salary. Only interested permanent position.

WRITE BOX 313, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York., N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Radio Promotion Speeds Bond Sales

Novel Schemes Among Campaigns Staged By Industry

FROM radio stations all over the country reports are being received about the time and effort the broadcasting industry is diverting from regular business to the promotion of the 15 billion dollar Third War Loan. Some stations are even giving up complete schedules to devote full attention to the Drive as well as programming special events, stunt broadcasts, local rallies—all in the interest of selling War Bonds to "Back the Attack".

The industry went all-out on the opening of the drive Sept. 9, with Radio Day. Dawn to dusk programs and announcements filled the air with the message of "Back the Attack" by purchasing an extra $100 War Bond during the 22 days of the campaign.

Effort Continues

Radio talent and time did not cease on behalf of the Loan after Sept. 9. The industry has continued en masse on its own and with the aid of special programs, announcements and campaigns arranged by the Treasury, OWI and various other organizations working in the interest of making the drive a success.

The Italian surrender gave radio another chance to assert its value as a medium designed to unite and inform the people as well as to serve them. The news of the surrender was announced by Gen. Eisenhower over the Algiers radio on the very eve of the launching of the Third War Loan. Fearing that the moral effect of the good news might seriously handicap the War Loan the Treasury immediately telegraphed stations all over the country asking them to assist in diverting the potential hinderance by stressing to the listening audience that the war was far from being won as Italy was the weaker of the Axis trio [BROADCASTING, Sept. 13].

Response Rapid

Response to the Treasury's request for the four major networks to devote one day during the next two weeks to Third War Loan promotion was rapid. Mutual, on its Bond Day, Sept. 18, scheduled 14 consecutive hours to the campaign. Broadcasts from overseas via the BBC and programs from Canada composed part of the day's events.

The BLUE, on Sept. 19, programmed special features and shows in behalf of the drive from 8 a.m. to 1 a.m. the following day. Remotes were aired from abroad and from hospitals in this country featuring interviews with wounded servicemen.

Plans for the CBS day, Sept. 21, and NBC day, Sept. 26, were still being formulated as BROADCASTING went to press. Sept. 23 has been set aside as Independents' Day for all non-affiliate stations. The schedules depend upon the individual station. The NAB is acting as a clearing house between the stations and the Treasury.

Reports show that the individual stations are cooperating to the fullest and also independently promoting the drive. KMAC San Antonio, is daily broadcasting a full hour War Bond show. WBT Charlotte, N. C., is devoting a large portion of its weekly broadcast hours to War Bond promotion. *We Salute* program each weekday evening covers Carolina fighting men.

Featuring prominent and representative people of the area, KLO Salt Lake City has made a series of one-minute transcribed appeals on behalf of the drive. Discs are being run at intervals. KEEW Brownsville, Tex., is airing live appeals by public officials and clergymen. WNBC Hartford, Conn., has built a "Victory Bond House" in downtown Hartford complete with stage, public address and lines to the studios. Special shows originating from this point include Army bands, name orchestras, civic leaders and various radio and screen talent.

A "Victory Queen" contest was sponsored by WKBZ Muskegon, Mich., through the county Bond committee. Queen candidates entered the contest with an initial Bond purchase was made. Half-hour participation program used by WENY Elmira, N. Y., during the Second War Loan is now being successfully used during the current campaign. Titled *Bond Boosters* the show is broadcast five nights a week. On Sept. 15 WSAY Rochester, N. Y., arranged for the personal appearance of Fulton Lewis jr., Mutual commentator, to deliver an address from the U. of Rochester over Mutual network. Tickets for admission to the broadcast were distributed on the basis of War Bond purchases. Fulton Lewis jr. also made the initial address opening the Drive in Columbus, Miss. over WCBI.

"Buy a Bond and Make a Record" is the slogan of KTUL Tulsa, and the special two-hour show held five days a week from a stage on a downtown street. Quarter-hour broadcast each noon opens the show with a War Bond appeal by civic and business leaders. Bonus for Bond buying customers is free recording of personal message which may be mailed to servicemen.

Bond Auction

Everyday WICA Ashtabula, O., devotes a 30-minute program, *Back the Attack*, exclusively to the sale of War Bonds. KDRO Sedalia, Mo., every evening is using a live hillbilly show for Bond promotion. KRBA Lufkin, Tex., sold its entire quota of $1,200,000 in Bonds the very first day of the drive. Since 7 a.m. Sept. 9 and for the duration of the drive WHUB Cookeville, Tenn., has been devoting all program time, commercial or sustaining, to the War Bond Drive. WLDS Jacksonville, Ill., is daily programming interviews with prominent citizens. KFIZ Pond du Lac, Wisc., is likewise presenting notables from its area in the interest of the campaign.

Opening day stunt for WBRW Welch, W. Va., was sponsorship of a War Bond auction from the stages of the local theatres. Local merchants contributed worthwhile articles to be offered to the highest War Bond bidder. Articles were displayed in store windows and bids were taken by phone to be used as opening bids when the auction was broadcast that evening.

WCKY Cincinnati sponsored the "Miss America" contest in that area and War Bond rally was tied in with the finalist selection for "Miss Greater Cincinnati". WISH Indianapolis brought the BLUE feature *America's Town Meeting of the Air* to Indianapolis shortly before the start of the drive and raised more than $2,500,000 from the sale of tickets to the broadcast which were paid for by Bond purchases. WALB Albany, Ga., started its campaign with a huge outdoor rally and parade sponsored by local organizations. Shows are also being staged at a nearby Army field in the interest of War Bonds.

WAOV Vincennes, Ind., has turned over its entire broadcast schedule to the Treasury for the Third War Loan Drive. All commercial advertisers have relinquished their commercial announcements to the Treasury and in addition many sponsors are presenting special shows for Bond promotion. WIP Philadelphia is continuing its *Victory Caravan* series which it used during the Second War Loan. Series is sponsored by local industry in the Philadelphia area.

Victory Matinee series of WBBM Chicago has aided in making the station one of the top Bond selling outlets. Series is produced by WBBM with station talent. WDSM Superior, Wis., is using a series of five-minute talks by local celebrities in behalf of the Loan. WGN Chicago is sponsoring numerous sustaining shows for War Bond promotion. Chicago civic and culture leaders also are making appeals over WGN as well as various sets of foreign groups whose representatives have members in the service.

Detroit Invaded

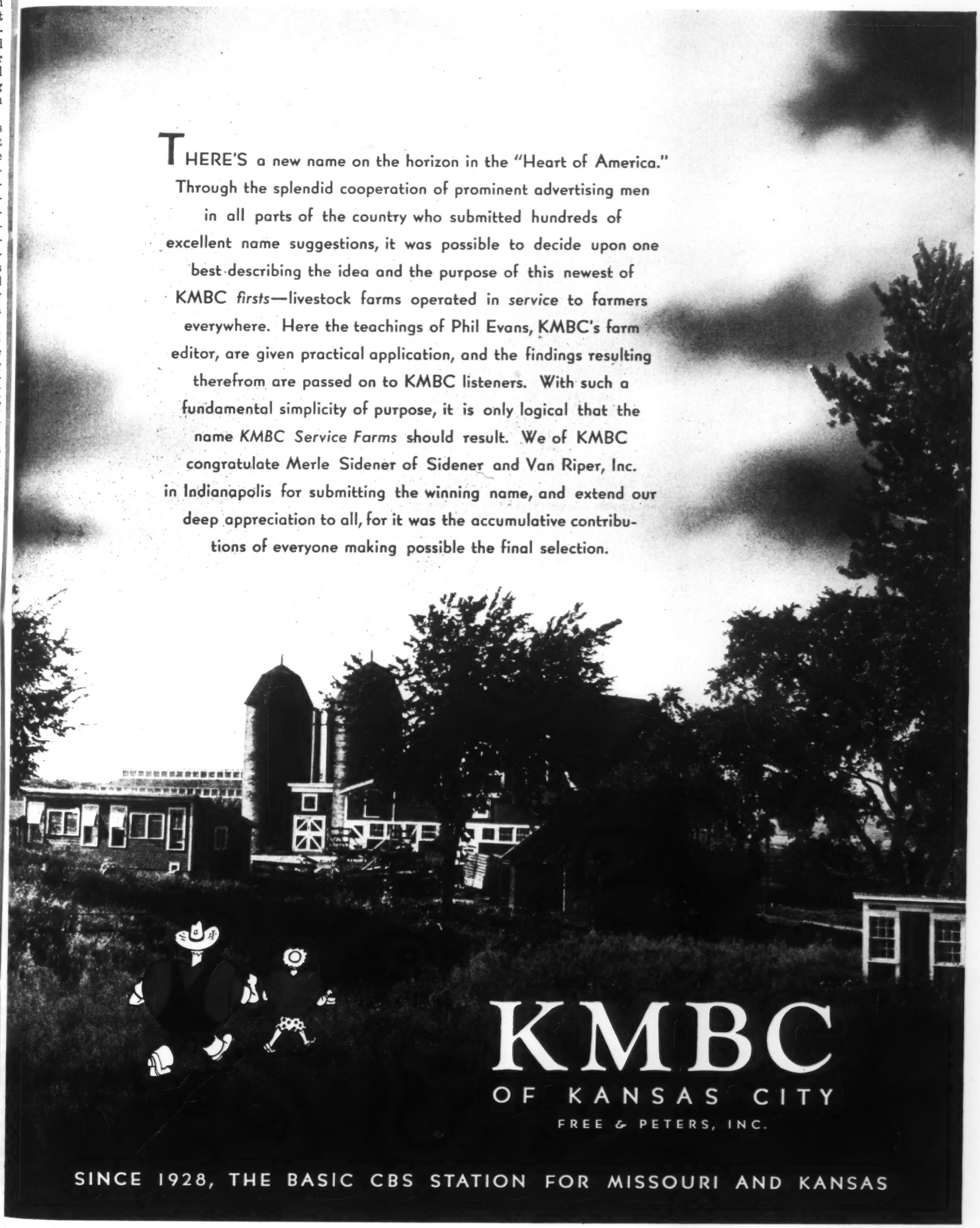
WENR Chicago is using every available sustaining hour and commercial program in the interest of the drive. WWJ WJR WKYZ Detroit, Mich., all covered the mock invasion of Detroit made by Canadian troops Sept. 9. Civic leaders spoke and tie-in with the Third War Loan was used. These stations are continuing the effort with programs and spots. WTAM Cleveland is repeating its record made in the Second Drive by using 100 sustaining programs a week for the promotion of the present drive. KBTM Jonesboro, Ark., is broadcasting a War Bond auction each afternoon from various downtown business houses and different articles are auctioned for War Bonds.

Beginning Thursday, Sept. 9, and continuing every Thursday during the drive all copy on WING Dayton, O., plugs the Third Loan and there is no merchandise advertising on these days. The WJLS Beckley, W. Va., *Bond Box* sold $3,000 in Bonds in 60 minutes Sept. 9. WIBG Philadelphia in cooperation with a local Masonic club staged a two-hour Bond rally on Sept. 13. Over a million dollars in Bonds were sold over the air and purchasers received tickets to a War Bond movie presentation at a local theatre. Wendell Willkie has been one of the champion Bond sellers in the WABC New York setup. The station has lines into a "Victory Tent" behind one of the local theatres where name personalities stage special broadcasts and then are taken to a battery of telephones installed by WABC to take pledges for Bonds.

Drawn for BROADCASTING by Sid Hix

"Psst! What Tune Did WOOF Just Play? I Get a $200 Prize if I Can Tell Them!!"

XUM


THERE'S a new name on the horizon in the "Heart of America." Through the splendid cooperation of prominent advertising men in all parts of the country who submitted hundreds of excellent name suggestions, it was possible to decide upon one best describing the idea and the purpose of this newest of KMBC *firsts*—livestock farms operated in *service* to farmers everywhere. Here the teachings of Phil Evans, KMBC's farm editor, are given practical application, and the findings resulting therefrom are passed on to KMBC listeners. With such a fundamental simplicity of purpose, it is only logical that the name *KMBC Service Farms* should result. We of KMBC congratulate Merle Sidener of Sidener and Van Riper, Inc. in Indianapolis for submitting the winning name, and extend our deep appreciation to all, for it was the accumulative contributions of everyone making possible the final selection.
KMBC
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FREE & PETERS, INC.
SINCE 1928, THE BASIC CBS STATION FOR MISSOURI AND KANSAS